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THE NATIONAL NEWSPAPER OF MARKETING

Schenley, Nuyens Breach Broadcast Anti-Liquor Wall

Nuyens Uses Soft Sell; Schenley Tries Jingles Sans Product Mention

NEW YORK, Aug. 14—Broadcasting's protective wall against hard liquor advertising may be cracking.

The breaks are coming in major metropolitan areas as well as in outlying sections. One of the invading forces wears the colors of Schenley, one of the biggest distillers in the U.S. The other group represents Federal Liquors Ltd., a company which operates primarily on the East and West coasts.

Federal Liquors (Sackel Co.) is approaching the problem in straightforward fashion with soft sell pitches for Nuyens vodka. Schenley is trying to ease its way onto the airwaves with a catchy little jingle about the town of Friendly Schenley and not a sign of a mention about a Schenley hard-liquor product.

■ Nuyens is sponsoring a six-a-week five-minute 11 p.m., EDT, newscast on WFGM, Fitchburg, Mass., and WBOS, Boston. Neither is a member of the NAB, whose radio code bans hard liquor copy. Earlier, an NAB member station,

(Continued on Page 86)

NEW WIFE-SAVER—*Hoover Co. "cleans up the dirtiest job in the house" with its new electric floor washer which goes on sale in September. Campaign opens with this color spread in the October Reader's Digest.*

Hoover Electric Floor Washer Bows; $1,000,000 Introductory Drive Set

NORTH CANTON, O., Aug. 12—Hoover Co.'s three-year-old secret product was revealed today to be an electric floor washer which enables a homemaker to scrub a floor as easily as she vacuums it.

Designed to eliminate the homemaker's "most odious task," the new appliance "washes floors and drinks up its own scrub water," according to the ad theme. A $1,000,000 introductory campaign will start Sept. 16 and run through the end of the year. TV, magazines and newspapers will be used.

Similar in appearance to a vacuum cleaner, the new floor washer spreads water and detergent over the floor through a nylon brush, then vacuums up the water, leaving the floor clean and dry. A double water tank keeps the dirty water separate from the clean, so that only clean water is released on the floor. The appliance will be available throughout the country in September, priced at $79.95.

■ Advertising will start Sept. 16 with the CBS-TV spectacular marking Arthur Godfrey's first tv appearance since his recent illness. The show will also be Hoover's first nighttime tv program and its first tv spectacular.

Other tv activity will include commercials on "Verdict Is Yours" (CBS-TV), and four NBC-TV shows, "The Price Is

(Continued on Page 86)

'Need Creative Selling Job' . . .

Five Major Dailies Form Joint Sales Unit

Papers Will Close Own Offices by End of '59; Reps Also Are Affected

CHICAGO, Aug. 13—Five major newspapers—the *Boston Globe*, *Milwaukee Journal*, *Philadelphia Bulletin*, *St. Louis Post-Dispatch* and *Washington Star*—have formed a joint selling organization which will sell national advertising, ADVERTISING AGE learned today.

The dailies reportedly will open sales offices in Chicago, Detroit and New York around Jan. 1. AA was told that the *Bulletin* and the *Post-Dispatch* will close their branch sales offices before the end of the year, and that the other dailies are in the process of dropping some of their representatives.

Fred F. Rowden, advertising manager of the *Post-Dispatch*, and R. K. Drew, advertising manager of the *Journal*, refused to comment on the report. Other persons contacted would neither confirm or deny the story.

AA learned that the plan has been in the works for several years.

■ Asked why the newspapers joined forces to sell national ads rather than selling through their own salesmen or representatives, one source close to the situation told AA: "The newspaper representatives and the dailies' own salesmen have not been doing a

(Continued on Page 87)

McElroy Defends Contractors' Ads on Defense Role

WASHINGTON, Aug. 13—Defense Secretary Neil McElroy has put himself firmly on record against any effort to curtail the freedom of defense contractors to tell the public about their contribution to national security.

In the face of a congressional probe of advertising by the "munitions lobby," the Defense Secretary told a press conference the other day that it would not be

(Continued on Page 86)

Still Thriving . . .

Quizzes Haven't Left TV, They're on Days

Scandals of A Year Ago Drove Programs into the Daylight, As It Were

By Maurine Christopher

NEW YORK, Aug. 13—How has the television industry been affected by the still smoldering tv quiz scandals?

The two most successful packagers of giveaways—Entertainment Productions Inc. of "$64,000 Question" fame and Barry & Enright, which raised the jackpot level to unprecedented heights with "Twenty-One"—are no longer among the major program suppliers. Three B&E originated daytime programs are running on NBC, but the network handles the production. There is one EPI show on the networks, "Top Dollar," a CBS daytimer.

• A major factor in nighttime tv when the black headlines shook the industry last fall, the suspense-loaded big money marathons have faded into oblivion. If the ratings can be believed, the audiences, already atrophied by an excess of copycat quizzes all out to be another "Question," melted away when viewers began to wonder if the games were honest.

• But the money and prize vehicles are by no means missing from the tv screen. Anybody who thinks so should stay home and watch television in the daytime. There the exuberant emcees are still busy handing out big bankrolls and roomsful of prizes to bright-faced lieutenants, serious students and personable housewives. Paradoxically, the fixing charges, which spelled the doom of most of the evening quizzes,

(Continued on Page 83)

D-F-S Adds Hi-C Juices; Reach, McClinton Out

NEW YORK, Aug. 13—Dancer-Fitzgerald-Sample is having another good new business year.

The agency was named today to handle advertising for Hi-C division of Minute Maid Corp., replacing Reach, McClinton & Pershall, Chicago.

Hi-C, acquired by Minute Maid in 1954 as part of the Snow Crop purchase, markets a line of four

(Continued on Page 86)

Butler's 'Long Walk'? . . .

Agency Giants Reluctant to Handle Democrats in 1960 Presidential Race

However, Admen's Talents As Individuals Still on Tap; Pool Plan Weighed

WASHINGTON, Aug. 13—The giants of the agency business remain conspicuously uninterested as the Democratic national committee prepares to pick an agency to handle its 1960 election campaign.

In recent elections, the Democrats have had to make their selection from small or medium-sized agencies. Although polls show their chances of victory look brighter in 1960 than in the preceding two national campaigns, National Chairman Paul Butler has not noticed any thaw on Madison Ave.

Chairman Butler and J. Leonard Reinsch, Atlanta tv executive, have talked with eight or 10 agencies which want the business. Now they are waiting to see written presentations, in the hope that a selection can be made by the end of September.

■ The list of agencies which responded to their inquiries hasn't been divulged, but most reportedly are in the $10,000,000 to $25,000,000 billings category. Among those known to be under consideration is Norman, Craig & Kummel, the national committee's 1956 agency, which billed $30,100,000 last year.

Sam Brightman, vice-chairman and public relations director for the Democrats, professes no special concern about the absence of the giants. "It isn't like a commercial account," he says, "where an agency acquires experience which can be transferred from one client to another, nor is it a situation where you need a big agency in order to get respectful treatment from the networks."

"Size doesn't necessarily reflect

(Continued on Page 86)

Last Minute News Flashes

Nationwide Insurance Invites 20 Agencies to Bid

COLUMBUS, O., Aug. 14—Nationwide Insurance has sent questionnaires to about 20 agencies inviting presentations for its $1,000,000-$2,000,000 account, now at Ben Sackheim Co. Nationwide is a complex of four companies including the second largest mutual automobile insurer, and a number of subsidiary companies in other fields. Final agency choice will probably be made in late September. Ben Sackheim, among the contenders, has had the account since 1951.

Compton Gets New Scott Paper Product

CHESTER, PA., Aug. 14—Compton Advertising has been assigned to handle an unidentified new Scott Paper Co. product. The company is expected to begin tests on the product soon. J. Walter Thompson Co. now handles Scott's retail products, while Ketchum, MacLeod & Grove has industrial products and the Hollingsworth & Whitney division.

Hooper White Leaves JWT to Join Leo Burnett

CHICAGO, Aug. 14—Leo Burnett Co. has named Hooper White commercial production manager in New York. Mr. White, a commercial producer with J. Walter Thompson Co., for the past two years, also held a similar post with Earle Ludgin & Co., Chicago, for seven years.

Barber-Greene Moves from Buchen to Aubrey, Finlay

AURORA, ILL., Aug. 14—Barber-Greene Co., maker of machinery and material handling equipment, has appointed Aubrey, Finlay, Marley & Hodgson, Chicago, to handle its advertising, succeeding Buchen Co., which has handled the account for about 25 years. Buchen will service the account until the end of this year. The account has been billing about $225,000.

(Additional News Flashes on Page 87)

2,500 Advertisers Spent $12,395,000 in International Magazines in 1st Half

British Shell Leads With Expenditure of $355,000 in Early '59

NEW YORK, Aug. 12—Some 2,500 advertisers spent a total of $12,395,000 advertising in internationally-circulated magazines during the first six months of 1959.

Twenty-one of these advertisers each invested more than $100,000.

The leading international advertiser of the first half of 1959 is Britain's Shell Petroleum Co., which spent $355,000 during the first six months of the year. Well behind, in the runnerup spot, is Pan American World Airways, with a six-month expenditure of $211,000.

These figures were made available this week by Rome Research, a company specializing in the measurement of international advertising.

■ "The Rome Report" measures the international linage carried by 46 publications. The figures are based on one-time rates. No comparisons with 1958 are available because Rome did not begin its service until the second half of last year (AA, Sept. 15).

The dominance of the large advertisers in this field is notable. The top 21 advertisers accounted for $2,962,000 of the $12,395,000 total. In other words, 1% of the advertisers account for 25% of the total expenditure.

U. S. companies accounted for 58.9% of the total expenditure, followed by British companies, with 13.5% and other European companies, 12.4%.

■ The German automotive manufacturer, Daimler-Benz, ranked as the eighth largest advertiser with an expenditure of $131,000. Another European advertiser, the Italian vermouth company, Martini & Rossi, was in 11th place, right behind Coca-Cola, with an expenditure of $123,000.

Ford Motor Co., which was the largest international advertiser in the last six months of 1958 with an expenditure of $250,000 (AA, April 27), has slipped to third place now with a first-half expenditure of $188,000.

Shell Petroleum moved up to the

(Continued on Page 83)

Regional, Split-Run Editions Are Growing in Latin America

NEW YORK, Aug. 12—The trend toward regional and split-run publishing, already pronounced in the U.S. magazine field, is beginning to show up strongly in international media.

Life en Espanol announced today that it will launch a Caribbean edition next January. ADVERTISING AGE also learned that *Mecanica Popular*, Spanish-language edition of *Popular Mechanics*, is planning to publish three editions starting in January.

Life's Caribbean edition will carry all the editorial and advertising content of *Life en Espanol* but will enable advertisers to buy separately the magazine's readership in Central America, the West Indies, Venezuela, Columbia, Ec-

(Continued on Page 40)

Private Labels Pose Serious Problem for National Brands, 'Food Engineering' Finds

NEW YORK, Aug. 11—"Private labels are increasing in numbers, expanding in kinds of products, and growing in strength. Every indication points toward a continued over-all growth of chains' private brands.

"Marketing freedom for many manufacturers pivots on which way the chains turn the merchandising valve. If the valve is open, advertising functions efficiently. If closed, greatly increased budgets become necessary to maintain brand position and sales volume."

These are two of the highlights in a study of current trends in food marketing in the August issue of *Food Engineering*.

■ Titled "Power Play at Retail Level Tightens," the report points out that in the food industry's "new balance of power complex that is being shaped by competitive forces, food companies see themselves maneuvered into a vulnerable position where their economic success is to a large degree dependent upon major chains.

"It is the sharp growth of private labels," the report says, "that, in the opinion of many, makes the chains' growing economic power a serious challenge to manufacturers' programs.

"Reason for this," it says, "is that the private label, an old standby in the food field, has been recast into a new weapon—an economic sword that can either sever a manufacturer's distribution life-line or slash f.o.b. prices."

■ The report notes that "historically, private labels have enjoyed their greatest vogue during time of economic distress—such as the early 1930s. But the fact that their most recent acceleration has come during a period of rising personal income makes them a far more serious challenge.

"At one time," the report says, "the retail field offered the food marketer two distinct approaches. He could concentrate either on the independents or the chain stores. When the self-service idea came along, shifting the emphasis to pre-selling the fast turnover, brand advertisers had a clear shot at consumer targets. Volume-minded retailers were more than willing to stock the pre-advertised goods that pulled in the traffic.

■ "So powerful was this brand merchandising that it forced independent wholesalers, voluntaries, and cooperatives to shy off from their own private labels.

"In the heyday that brand marketers came to enjoy," the report says, "few of them ever dreamed

(Continued on Page 34)

TAKE ONE—*Lehn & Fink has designed this counter display to dispense free samples of its new liquid douche, Lysette.*

Lehn & Fink Sets Lysette Campaign

NEW YORK, Aug. 11—Lehn & Fink Products Corp. will introduce Lysette, a mild liquid douche for feminine hygiene, this fall.

The product will be introduced to the trade this month, and consumer advertising will begin in the November issues of *Cosmopolitan, Everywoman's Family Circle, Glamour, Redbook* and *True Story*.

Lysette will be marketed in a 5-oz. bottle retailing for 99¢. It is aimed primarily at the youth market. Free samples, containing enough liquid for one use, will be distributed from displays set up in drug stores.

All packages will contain a folder—prepared in collaboration with a gynecologist—which explains how to use the douche.

McCann-Erickson is the agency. #

Westinghouse Picks Davis to Head WIND

CHICAGO, Aug. 14—Westinghouse Broadcasting Co. has named Gordon Davis general manager of WIND. Mr. Davis was boosted as a result of his record as general manager of KYW, Cleveland.

Donald H. McGannon, Westinghouse Broadcasting Co. president, said Mr. Davis' work at KYW was "reflected in the dramatic rise of that station from fourth to first place in audience ratings since WBC took over in 1956."

The title of general manager at WIND previously was held by Ralph Atlass Sr., the Westinghouse vp in charge of the Chicago area. In addition to keeping that assignment, Mr. Atlass has taken over "corporate supervision" of WOWO, Ft. Wayne.

Replacing Mr. Davis as general manager of KYW is Carl W. Vandagrift, who has been general manager of WOWO since 1952. The new general manager of WOWO will be Edward Wallis, who moves up from sales manager of KYW. #

THERE'S A LONG WONDERFUL WEEKEND COMING UP!
Aren't you glad...
she remembered beer!
ALWAYS BUY BEER IN BOTTLES YOU DON'T TAKE BACK
OWENS-ILLINOIS

LONG WEEKEND—*Owens-Illinois Glass Co. completes its 1959 promotion to push beer sales at holiday periods with this spread in the Labor Day issue of The Saturday Evening Post.*

They'rrr Off at Aqueduct!—On $400,000 Ad Race

NEW YORK, Aug. 14—The New York Racing Assn. will spend $400,000 in a 60-day ad push this fall in an effort to make railbirds out of housewives, commuters and young couples in love.

The ad campaign, scheduled to kickoff the first week in September, will include all media and will push the new $33,000,000 Aqueduct Racetrack here as "The Big A—the wonder track of thoroughbred racing." The track opens Sept. 14.

In its advertising, via Batten, Barton, Durstine & Osborn, the racing association has eschewed the usual clippety-clop ad theme in favor of ads designed to reach a "family audience." To avoid wasting ads on the rabid $2 bettor—who goes to the track anyway, whether

(Continued on Page 42)

Spend More Money for Ads, TDS Head Advises Florists

CLEVELAND, Aug. 11—The flower industry of the U.S. and Canada would do well to increase its advertising budgets in 1960 "to sell more flowers for peace," a spokesman of the business said at the 25th anniversary convention of the Telegraph Delivery Service here.

Edwin S. Douglas of Beverly Hills, founder and president of TDS, urged representatives of the 6,000 florists of TDS to consider wider advertising of flowers "through newspapers and magazines and all kinds of cooperative ventures."

"Let's say it with flowers—by advertising" is the new slogan.

■ Mr. Douglas said that flowers, rather than bullets, might help to tame the Russians in the cold war. Flowers, he said, are a $1 billion a year business in the U.S.

"If we bombed them with flowers instead of with planes," Mr. Douglas said, "we'd probably produce better results. Flowers can be for peace, and peace is what the Soviets are always talking about. Let's advertise that that's what we want, too—with flowers." #

F&S&R Boosts Eckels to Creative Director in Pittsburgh

Fuller & Smith & Ross has promoted John Eckels, for the past two years copy director in the Pittsburgh office, creative director in Pittsburgh and a vp. He succeeds Hugh M. Redhead, recently named manager of the Pittsburgh office (AA, Aug. 3).

F&S&R, New York, has named Philip B. Hoppin, formerly with General Electric Co. as ad manager of the Live Better Electrically program, an account executive on the Live Better Electrically program of the Edison Electric Institute account.

'Life' Boosts Morton, Blynn

Life has appointed new advertising managers for its San Francisco and Philadelphia sales offices. Named to the San Francisco post was Robin Morton, formerly central regional manager in Detroit. He succeeds Henry W. Markward, who will remain as associate manager until his retirement in January, 1960. Bryce Blynn, on *Life's* Philadelphia sales staff since 1952, becomes manager of the Philadelphia office, succeeding Malcolm Scott, who will also retire.

Qantas Dramatizes Space-Shrinking in New Jet Ad Series

SAN FRANCISCO, Aug. 12—Australia's 'round-the-world airline, Qantas, is introducing its trans-Pacific jet service with a series of newspaper and magazine ads that contain not a single illustration of the Boeing 707 jet.

The campaign, through Cunningham & Walsh, is running in San Francisco, Honolulu and New York newspapers, plus b&w pages in *The New Yorker, Sports Illustrated, Time* and the Canadian edition of *Time International*.

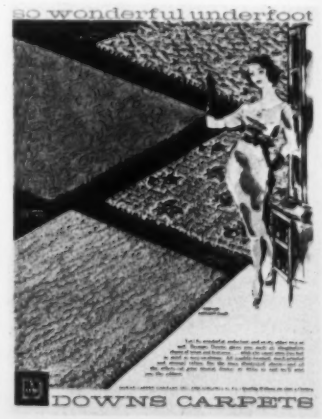
The four various-size newspaper ads use a variety of illustrations. One pictures the Pacific Ocean with the headline, "Starting this week it's practically a puddle (because of Qantas jets!")

A deep hole in the ground with a shovel at the bottom of the shaft, is pictured with the line, "This is one way to get to the other side of the earth." An ad featuring a missile man's view of the Earth carries the opener, "Take one last look, before it's shrunk by Qantas jets."

"We deliberately avoided using jet plane illustrations," the agency said, "because we felt the public is thoroughly aware of what a jet looks like. Instead, we wanted to dramatically present what the beginning of Pacific jet travel will do to travelers' concepts of distance." #

Venard, Rintoul Adds 2, Names

Venard, Rintoul & McConnell, New York, has been named national representative for WNDU and WNDU-TV, South Bend, Ind., formerly handled by Edward Petry & Co. Venard, Rintoul also has elected Stephen R. Rintoul, an account executive, a vp, succeeding his father, the late Stephen R. Rintoul Sr. Brock Petersen, previously a timebuyer at Benton & Bowles, has joined the representative's sales staff.



UNDERFOOT—*Downs Carpet Co., Philadelphia, will run color pages in House Beautiful, House & Garden and Living for Young Homemakers during October and November in its most extensive fall drive. Fien & Schwerin is the agency.*

Canned Coke Gets First U.S. Test in Three Cities

NEW YORK, Aug. 12—Coca-Cola is being test-marketed in cans in the U. S. for the first time. Previously Coke has been canned only for export.

A 12-oz., red and white metal container is being tried out in Brockton and Lynn, Mass., and Providence, R. I., at prices ranging from three cans for 29¢ at Brockton and Lynn to three cans for 32¢ in Providence. The tests are being made by Coca-Cola Co.'s bottling subsidiaries in Boston and Providence.

Radio spots and newspaper ads are being used. McCann-Erickson is the agency.

■ How soon tests will be extended to other market areas depends on public acceptance in New England, the company said.

Last year the company started testing its non-cola soft drink, Fanta, in Boston, Chicago and San Francisco in five flavors—orange, lime-lemon, grape, root beer and ginger ale (AA, Aug. 4, '58). These tests are continuing, and have been "very encouraging," but still inconclusive, ADVERTISING AGE was told.

Pepsi-Cola Co. (which also sells its product in 12-oz. cans at overseas military bases, and through vending machines in some U. S. industrial plants) told AA that the company has no plans for selling Pepsi in cans through retail outlets here. #

Auto-Lite Back in Radio After 5-Year Hiatus

NEW YORK, Aug. 12—With old wounds apparently healed by the passage of five years, Electric Auto-Lite Co. has decided to reenter the broadcast arena. But the company, which used to be a CBS spender before its break with that network in a battle for a choice tv time spot, has given its business to NBC this time.

Starting Aug. 31 Auto-Lite will sponsor one quarter of "News on the Hour" over NBC radio.

The Toledo auto accessories company made its last appearance on the broadcast scene in August, 1954, when CBS-TV ousted it from the Tuesday, 9 p.m., EST, "Suspense" time slot that it had held since 1949. Rather than move to a less desirable time period, Auto-Lite decided to end the "Suspense."

■ CBS' refusal to renew the tv contract came on the heels of Auto-Lite's cancelation of the show on CBS Radio after a nine-year run. The company had been spending one-third of its advertising budget to back "Suspense," its only broadcast effort.

The company decided on a radio comeback via "News on the Hour" because it felt that daily frequency would offer the impact it needs. "The sales message will reach motorists at all hours, including heavy traffic periods," said Donald Seem, vp in charge of advertising.

The order was placed through Grant Advertising, Detroit. #

William Wells to Move

William Wells Inc., Detroit agency, will move to new quarters at 2920 E. Jefferson Ave. on Sept. 1.

NEW CIGARET—*Brown & Williamson Tobacco Corp., Louisville, is using posters in 30 southwestern markets for its recently launched Belair, light mentholated cigaret with a deep-set recessed filter. Poster copy is coordinated with newspaper and television advertising. Ted Bates & Co. is the agency.*

It's That Time of Year . . .

Summer Doldrums Relieved by New Zany Doings in the Business World

NEW YORK, Aug. 12—It is now the uncertain time of summer, a time when—despite the sighing comfort of the air conditioning—the antic aspects of business bulge out.

Item: Henry Tillis, of S. Tillis, tailor and importer at 17 E. 45th St., developed the "Suit in Town" club. Members of the club may have a freshly dry-cleaned and "hand pressed" suit of their own ready instantly at the Tillis office, so they can appear at their best under any circumstances. Cost is $25 a year, which includes five suits dry-cleaned and hand pressed.

Item: The National Industrial Conference Board surveyed its members on the serious subject of whether they had rules governing the number of executives who might fly in company planes. NICB gaily quoted the adage—"Two is company, three is a crowd, four is too many and five's not allowed." In practice, 60% of the 102 respondents limit the number who may fly, although only 10% have written rules and 40% have no rules at all.

Item: Photostat Corp., Rochester, N. Y., is running a contest for its branch managers with a trip for two to Hawaii as a prize. But the winner will be expected to make a study of the Honolulu and Hawaii market for photostat products, since Photostat is thinking of setting up a branch or dealership in Hawaii.

Item: *World Tennis*, the magazine for tennis fans studied its audience, found that 16.4% took their most recent trip in connection with a tennis tournament, and 45.8% *always* vacation in an area where there are tennis courts.

Item: The Steel Companies Coordinating Committee, which represents 12 of the strike-bound companies, has received nearly

(Continued on Page 47)

Judge Denies Trial Delay in Haverhill Newspaper Battle

BOSTON, Aug. 11—Newspapers of New England Inc. yesterday were denied an extension of time sought in reply to a $1,500,000 damage suit by Union Leader Corp., Manchester, N. H., publisher of the *Journal*, Haverhill, Mass. (AA, Jan. 19, '59).

Federal Judge Charles E. Wyzanski Jr. denied a defense motion asking extension to Sept. 9 of the time permitted for filing answers. On July 28, Judge Wyzanski allowed Union Leader Corp. to increase by $500,000 its alleged damage allegations against nine newspapers, including the *Haverhill Gazette*. The plaintiff charged they tried to create a monopoly in Haverhill.

The *Haverhill Gazette* filed a countersuit against Union Leader Corp. in June (AA, June 15.).

Union Leader alleged the other members of the group gave financial and other aid to the *Gazette* when it reduced its advertising rates in competition with the *Journal*. At that time Judge Wyzanski allowed the defense's attorneys 20 days to reply. #

GO TOGETHER—*Visking Co., Chicago, will tie in with Coca-Cola Co. and Inland Steel Co. in cooperation with the National Canners Assn. in a drive promoting sausages this fall. A 1½-page ad will appear in the Oct. 3 issue of The Saturday Evening Post and a second ad will appear on the inside cover of Everywoman's Family Circle in October. Edward H. Weiss & Co. is the agency.*

At the Broadcast Sessions . . .

TV Nets Should Be Free of Advertiser, Agency Control, Says CBS' Dozier

Radio Most Effective If Used Again and Again, Jones Tells Workshop

CHICAGO, Aug. 11—More freedom from advertiser-agency control for television producers and the tv networks was urged last Friday by William Dozier, vp, programs, for the CBS Television Network, Hollywood.

Speaking before 465 admen and adwomen at ADVERTISING AGE'S second annual Summer Workshop on Creativity in Advertising, Mr. Dozier said that the networks, "if they are to discharge their responsibilities not only to their stockholders but also to the American public, must be allowed to make the final determination of what are the best possible programs in the best possible pattern and with the best possible scope and variety.

"This determination must be made, and *is* made, without any reference to or consideration of the degree of financial interest the networks may or may not have in the programs themselves," he added.

■ Speaking of the creative element in a tv show as it relates to the cooperation between producers and advertisers, Mr. Dozier said: "An advertiser . . . is certainly entitled to select the kind of program he thinks is best for his purpose. Likewise, he and his advertising agency must have the prerogative of suggesting, recommending, cautioning and helping in any way they possibly can.

"Producers, on the other hand, be they network or independent, must *invite* intelligent and well intentioned criticism and assistance.

"I would simply like to make a plea to the advertiser," he continued, "to pursue a policy of sane watchfulness over his program and not be tempted to try to smother the creative spark of its producers; a plea to the agency to be mindful of the degree of its effort to control the creative content of its clients' shows; to be

(Continued on Page 62)

Oscar Katz Gets Top Programming Post at CBS-TV

NEW YORK, Aug. 12—A research man has won the top programming job at the CBS Television network.

This post, which has been vacant since May when Hubbell Robinson Jr. left the network for the greener pastures of tv packaging, went to Oscar Katz, one of the five incumbent program vps.

Oscar Katz

A 20-year man at Columbia, Mr. Katz spent 17 of those 20 years in the research department. He has been in programming for three years, having left the post of director of research in 1956 to become vp in charge of daytime programs.

Mr. Katz will assume the administrative duties formerly handled by Mr. Robin-

(Continued on Page 49)

Maintain 'Wantedness' for Your Magazine, Russ Sanford Tells Circulation Managers

CHICAGO, Aug. 13—Circulation managers who maintain a high degree of "wantedness" for their publications—by minimizing special inducements for subscriptions—do the best job for their publishers, in the opinion of Russell T. Sanford, director of market research and sales promotion, of Modern Hospital Publishing Co.

Speaking at the fourth annual Circulation Seminar for Business Publications, Mr. Sanford said the fact that publishers and advertisers are impressed by a preponderance of numbers is "an unfortunate heritage passed down to business magazines from the consumer press.

"In its very nature, the business or professional magazine is selective in its coverage. Numbers alone are a will-o'-the-wisp leading both publishers and advertisers into a swamp of uncertainty and waste."

Other publishers and advertisers, he said, "pin their hopes on such tenuous promises of benefit as readership studies and audience surveys.

"Circulation management," Mr. Sanford continued, "has within its grasp an opportunity to place the whole enterprise of business magazine publishing on firmer ground—to assist the editor in a better understanding of the direction he should go and of how effectively he is proceeding in that direction."

National LP-Gas Account Moves to Bozell & Jacobs

CHICAGO, Aug. 12—The National LP-Gas Council today selected Bozell & Jacobs to handle its $250,000 advertising account, effective Jan. 1.

Bozell & Jacobs was one of nine agencies which put on presentations last month for National LP-Gas Council (AA, July 20). McCann-Erickson, the former agency, was one of the agencies to make a presentation.

McCann had handled the account for the past five years.

The council's 1960 ad program will concentrate more on sales aids and promotional material for dealers. Bozell & Jacobs also will work on recruiting new members. #

■ The role which U. S. business publications are playing in the Department of Commerce's trade mission program was outlined by Fred Wittner, head of Fred Wittner Co., New York, who participated in a trade mission to Yugoslavia last year.

The trade publications represent the "backbone" of the missions, and their availability to foreign business men is "spearheading the advance of American economic interests abroad," he said.

Mr. Wittner explained that with each trade mission sent overseas goes more than 1,000 U. S. business publications, which are used as reference material in answering queries about U. S. industries.

■ "I was never more proud of being a part of industrial marketing than when I watched Yugolsav business and government people stand in amazement before row

(Continued on Page 42)

National Calls Eastern Plaint 'Schizophrenic'

WASHINGTON, Aug. 14—The recent Eastern Airlines complaint against National Airlines advertising is "nothing more than a manifestation of schizophrenic logorrhea," according to the reply filed by National with the Civil Aeronautics Board today.

The scurilousness of the complaint is best illustrated," National said, "by the fact that Eastern deposited the complaint with an attached press release with ADVERTISING AGE, a Bible of industry (sic), before it served the complaint on National.

"In the face of such conduct," National argued, "the conclusion is inescapable; Eastern is not seeking relief, it is seeking by invective and distortion to destroy an effective competitor."

■ "Still smarting from National's introduction of Thriftair economy fares," National said, "Eastern just couldn't let itself be beaten once again by National—so Eastern sounded off in its complaint in shotgun fashion, without aiming, in a last ditch move to cast National in a bad light."

Promising its own counter-complaint against Eastern, National demanded, "Eastern's malicious grandstanding must be stopped." To achieve this, National urged that Eastern be censured for using the good offices of CAB "to malign National, deceive the public and create a desparately needed psychological advantage for Eastern in its concerted propaganda campaign to impress all concerned in the southern transcontinental route case," National said.

National claims it will act reluctantly in filing its counter-complaint, because an informal agreement exists between the two airlines to resolve legal differences in advertising copy before resorting to a public forum.

■ "Eastern's grandstand play to capture lost ground has violated the informal arrangement," National claimed, "and requires full airing of its sly ways of advertising in violation of good taste, as well as the law." National said its complaint will show that Eastern uses some of the same techniques which it cited against National.

■ National conceded that it discontinued use of the phrase "Only National" several weeks before the complaint was filed. While it admitted that other airlines offer identical fares and hotel rates, National said the "Only National" phrase is valid because its plan offers features which are not available in the vacation packages of competing lines. #

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Agency giants appear reluctant to handle national campaign for the Democratic party ..... Page 1

Hoover Co. will introduce a new product —an electric floor washer—with $1,000,000 ad drive this fall ..... Page 1

Hi-C division of Minute Maid Corp. moves from Reach, McClinton & Pershall to Dancer-Fitzgerald-Sample ..... Page 1

Some 2,500 advertisers spent $12,395,000 in advertising in internationally-circulated magazines during the first six months of 1959, Rome Research reports ..... Page 2

Regional and split-run publishing is gaining popularity in international media ..... Page 2

Food Engineering study shows "private" labels are increasing in numbers, expanding in kinds of products and growing in strength ..... Page 2

The New York Racing Assn. will spend $400,000 in a 60-day promotion to push the new $33,000,000 Aqueduct Racetrack in New York ..... Page 2

Qantas, Australia's 'round-the world airline, is introducing its trans-Pacific jet service with a series of ads that contain no illustrations of the Boeing 707 jet ..... Page 2

Coca-Cola Co. test markets its canned Coca-Cola in the U. S. for the first time ..... Page 3

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William Dozier, vp, programs, CBS Television Network, urges more freedom from advertiser-agency control for television producers and the tv networks ..... Page 3

Circulation managers are advised to maintain a high degree of "wantedness" for their publications ..... Page 8

Atlantic Refining Co., Philadelphia, denies charges by the Federal Trade Commission that its actions during gasoline "price wars" amounted to illegal price fixing, conspiracy and restraint of trade ..... Page 28

Trendex Advertisers' Report for June-July reveals show ranking and sponsor identification don't always go hand-in-hand ..... Page 36

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Kenneth Groesbeck, advertising consultant, discusses agency networks again ..... Page 72

New York & New England Apple Institute and the Western New York Apple Growers Assn. join forces to back a joint advertising and promotional campaign to boost apple sales ..... Page 88

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Taylor Leaves 'Herald Tribune'

Frank L. Taylor has resigned as exec vp of the *New York Herald Tribune*, effective immediately. Arthur T. Hadley, assistant to the executive editor of the daily, also has resigned. The *Herald Tribune* said the posts would not be filled.

RAY A. MOYER, Seattle
Northwest District Manager
HIRAM WALKER INCORPORATED

"We showed our national advertising manager...

Seattle is not the *only* market in the Pacific Northwest." Mr. Moyer says, "Our firm's national advertising manager made a trip to our area and we quickly showed him that Seattle is not the entire Pacific Northwest . . . that the Tacoma Market also is mighty important to us. The Tacoma News Tribune, as well as the Seattle dailies, are on our 'A' list and we've had better-than-average success from our advertising in the News Tribune."

Think Twice About Tacoma

Tacoma is Washington State's 2nd Market. The Tacoma News Tribune is Washington State's No. 2 newspaper in total advertising linage, and is the State's 2nd largest evening newspaper.

Circulation of the News Tribune is now nearly 85,000

TACOMA NEWS TRIBUNE

Represented by **SAWYER-FERGUSON-WALKER COMPANY, Inc.**

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

"Me an' J. K.

is just like this!" WJAR-TV not only has a corner on quality feature films in the Providence market, but also exposes them with rare showmanship. Morning and afternoon films, for example, are emceed daily by personable Jay Kroll who asks viewers to write and tell him what they would like to see, then waits for the mailman to clue him on local tastes. Between "acts", Jay interviews visiting celebrities, and leaders of local and national civic groups. "The Jay Kroll Show" — another good reason why WJAR-TV has won the TV heart of the PROVIDENCE MARKET.

10th Anniversary of CHANNEL 10
WJAR-TV
Cock-of-the-walk in the PROVIDENCE MARKET

NBC • ABC • Represented by Edward Petry & Co., Inc.

A message to advertisers about THIS WEEK Magazine:

"WE know the power of THIS WEEK and the heavy coverage it provides among our regular customers—for it speeds the regularly advertised products off the shelves. Is it any wonder, then, that we tie in so frequently with food advertising campaigns appearing in THIS WEEK Magazine?"

R. M. Laverty
President, Thriftimart, Inc., Los Angeles, Calif.
(51 stores. $96,552,032 annual volume.)

To Move Goods Fastest...Buy The Big One **This Week** MAGAZINE

CIRCULATION MORE THAN *13,000,000*

This Week In Washington . . .

Rep. Hebert, Boeing Ads Critic, Is Often Defender of Advertising, Too

By Stanley E. Cohen
Washington Editor

WASHINGTON, Aug. 13—Many congressional attacks on advertising can be discounted as uninformed or malicious. But these motives can't be ascribed to Rep. F. Edward Hebert (D., La.), who has made headlines with his investigation of the missile ads of Boeing and other defense contractors.

A New Orleans city editor-turned-congressman, Rep. Hebert is diligent and conservative. He understands advertising, and he is in favor of it.

Only the other day, for example, he scolded some of his House colleagues who have been whipping up support for a bill to "wipe out subsidies" which the Post Office Department allegedly provides for newspaper and magazine publishers.

In their effort to show a subsidy, sponsors of these bills are relying on "totally unreliable" Post Office Department data, Rep. Hebert said. In fact, he contended, the existing zone rates on advertising are already so discriminatory that they represent a "tax on advertising" which "is an infringement of the freedom of the press."

Rep. Hebert bristles with indignation at his armed services subcommittee he[illegible]g because he feels defense contractors have used ads to influence the allotment of money for missiles in the 1960 defense budget. As for advertising in general, however, he told the House: "Advertising is the great force primarily responsible for the freedom and independence of our press from undesirable influences."

Business Census 'Right on Time'

At the Census Bureau there's mounting confidence that the first results of the new censuses of business and manufacturing will be appearing within the next two to three weeks, right on time.

Collection of information on retailing and service trades is completed, and the electronic computers are tabulating reports on about five states a day. During the next few days the state figures will be examined by the professional staff to make sure they are accurate. Unless "bugs" appear, the bureau will go ahead with the release of preliminary area reports—one for each state, the District of Columbia, Guam, the Virgin Islands and the U. S. total.

■ *With seven electronic computers now working on what is the fastest and most comprehensive statistical project ever attempted, one top Census official quipped—with fingers crossed: "It's in such good shape, that if I were in private business, I could go off on a cruise and leave the rest to the staff." Although the new Census of Business covering 1958 is still being tabulated, the Census Bureau has just released national, regional and line-of-trade retail figures for the year from its annual sample report.*

As a result of the recession, the total for the year was $200,400,000,000, largely unchanged from 1957, and per capita sales averaged only $1,169, a $19 drop. Of the four major regions treated in the study, the West led in per capita sales, averaging $1,347. In the Northeast, per capita sales amounted to $1,242; the North Central states, $1,194, and the South, $1,001.

■ *While most retailing merely held its own, food chains registered a 7% gain, drug and proprietary chains an 8% gain, and tire, battery and accessory chains and shoe chains each 6%. Some of the most important gains by chains were in the West, where tire, battery and accessory chains gained 13%, furniture and appliance chains 10%, shoe chains 10% and women's ready-to-wear chains 8%. For details, ask the Census Bureau or your Commerce Department field office for "Annual Retail Trade Report: 1958."*

'Absences' Slow FCC's Progress

The Federal Communications Commission has virtually closed shop for the month of August. But even after vacations end next month, the commission will be riddled with so much absenteeism that it isn't likely to tackle the controversial issues which have defied solution in the past.

Two members of the commission and more than a dozen of the commission's most experienced technicians and attorneys are off to Geneva, where they are expected to spend about four months negotiating new international agreements on the use of the radio spectrum.

With only five commissioners on hand, there is little prospect that FCC will try to resolve such matters as the proposed change in option time rules, or the various plans to "squeeze" a third tv service into the leading "bottleneck" markets.

Health Label for Cigarets Sought

Sen. William Langer (R., N.D.) has supplied a new twist in the cigaret controversy with a bill (S. 2476) requiring "full and fair labeling" of tobacco products. Under his bill the Federal Trade Commission could exact penalties of as much as $1,000 unless a special label is affixed to each package stating "whether or not the smoking of the tobacco products contained in said package result in a deviation from the normal in the skin temperature, blood pressure and subcutaneous temperature of a human being when tested in compliance with the methods, procedures and regulations promulgated by the commission.

"This labeling," says the senator, "would ease tensions as to the impact of tobacco on the user on certain types of cancer and circulatory ailments." #

CBS 6-Month Net Up

Columbia Broadcasting System, New York, reported consolidated net income of $13,318,871 for the first six months of 1959, up 6% from $12,521,556 for the first half of 1958. Net sales for the first half of 1959 were $215,089,500, as against $201,433,378 for the like 1958 period. Earnings were at $1.64 per share, compared with $1.59 last year.

NFAA Names John Pearl

John Pearl has been named national secretary of the National Federation of Advertising Agencies. Mr. Pearl formerly was sales promotion manager of Ohrbach's, Los Angeles.

Ardee Ads Two Accounts

Ardee Associates, Rochester, N. Y., has been named to handle advertising for Trynoski Inc., food marketer, and the instrument and apparatus division of Elgeet Optical Co., both of Rochester.

THROUGH THE PERSONAL IMPACT OF SPOT RADIO TODAY

BLAIR STATIONS SELL

Again in 1959, Spot Radio is selling iced tea. *Single-handed!*

For the third year The Tea Council of the U.S.A., Inc. is concentrating its iced-tea budget on Spot Radio. Reason: in previous summers, Spot Radio has built record tea sales in markets ranging from New Orleans to Detroit, and from Boston to Los Angeles.

In many of these markets, Blair Stations carry a heavy share of the advertising attack. The simple fact is: BLAIR STATIONS SELL. Through applied audience-research, they have intensified the elements that give radio its real selling power:

1 *Local interest programming,* which serves listeners throughout the station's own area in a personal way no distant source can equal.

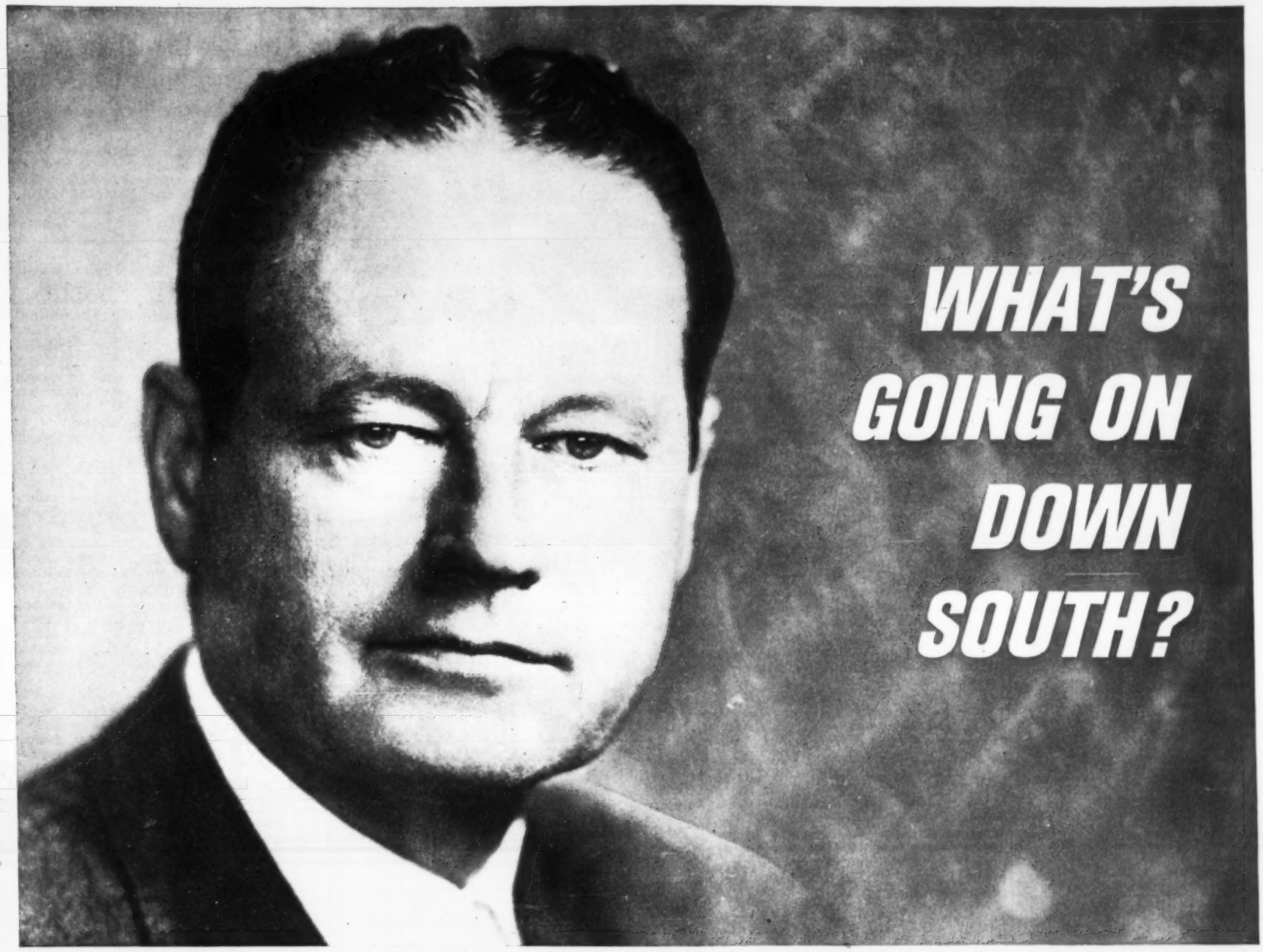
2 *Local selling personalities,* who endow commercial messages with believability that converts ratings into cash-register results.

Over 40 stations in major radio markets are represented by John Blair & Company — by far the most important group of markets and stations served by one representative firm. So when you're thinking about radio, as most advertisers are, talk with Blair.

John Blair and Company
National Representative of Major Radio Stations

Yes! **Blair Stations Sell**
and these are the BLAIR STATIONS:

New York	WABC	Norfolk-Portsmouth-Newport News	WGH
Chicago	WLS	Louisville	WAKY
Los Angeles	KFWB	Indianapolis	WIBC
Philadelphia	WFIL	Columbus	WBNS
Detroit	WXYZ	San Antonio	KTSA
Boston	WHDH	Tampa-St. Petersburg	WFLA
San Francisco	KGO	Albany-Schenectady-Troy	WTRY
Pittsburgh	WWSW	Memphis	WMC
St. Louis	KXOK	Phoenix	KOY
Washington	WWDC	Omaha	WOW
Cleveland	WHK	Jacksonville	WMBR
Baltimore	WFBR	Oklahoma City	KOMA
Dallas-Ft. Worth	KLIF-KFJZ	Syracuse	WNDR
		Nashville	WSM
Minneapolis-St. Paul	WDGY	Knoxville	WNOX
Houston	KILT	Wheeling-Steubenville	WWVA
Seattle-Tacoma	KING	Tulsa	KRMG
Providence	WPRO	Fresno	KFRE
Cincinnati	WCPO	Wichita	KFH
Miami	WQAM	Shreveport	KEEL
Kansas City	WHB	Orlando	WDBO
New Orleans	WDSU	Binghamton	WNBF
Portland, Ore.	KGW	Roanoke	WSLS
Denver	KTLN	Bismarck	KFYR



Advertising is producing "amazing sales results!"

"We have been getting amazing sales results in the South. In fact, in a recent program, our dealers in one area of the South led all of our dealers in the entire U.S. in sales of Massey-Ferguson farm equipment. Our investigations convinced us that a major reason for these results is the effectiveness of our many years of advertising in The Progressive Farmer!"

John H. Shiner, *Vice President, Marketing*
Massey-Ferguson, Inc.

Have you adapted your sales and advertising plans to the enormous *new* importance of the *rural* South as a market? Southern cash farm income is at an all-time high – topping $10 BILLION in 1958, and continuing to rise in 1959.

The buying power of the *rural* South is far greater today than ever before in history, as farmers make record-breaking progress in farm mechanization and improved farm efficiency. Tractor manufacturers are producing "amazing sales results" by investing more advertising dollars in The Progressive Farmer than in any other farm magazine in the U.S.

You, too, should get your full share of this huge sales opportunity. Whether your product is for farm, home or family, your advertising in The Progressive Farmer is your direct route to a rich market that is ripe and ready for development – the *rural* South!

More than 5,700,000 readers in the 16 Southern states

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Be Concerned with 'Tempters' Not 'Victims' in Quiz Scandal: Hacker

Grand Jury Foreman Says Tv Quiz Practices Brought Industry into Disrepute

WASHINGTON, Aug. 11—The foreman of the grand jury which looked into tv quiz programs expressed hope today that congressional investigators will be more concerned with the "tempters and manipulators" than "decent people who have become the victims of corruptors."

In a letter to the *Washington Post & Times Herald*, Dr. Louis M. Hacker, former dean of Columbia University's school of general studies, said the committee on legislative oversight is right in "explaining ways and means (whether by public or private regulation) of preventing the practices that have brought into disrepute an industry affected with a public interest."

"The same purpose would have been served," Dr. Hacker wrote, "if the grand jury's report had been made public. For the report concerned itself with the devices of manipulation or corruption, thus making these generally known and encouraging the sort of regulation that would prevent their recurrence."

He spoke out as members of the committee and its staff prepared to examine sealed grand jury minutes which have been made available under an order signed by Judge Mitchell D. Schweitzer. While the committee chairman, Rep. Oren Harris (D., Ark.), has indicated that the committee expects to have hearings on the quiz program problem, the committee's plans may be influenced by what it finds in the grand jury records.

In his letter to the newspaper today, Dr. Hacker registered a plea for preservation of anonymity for persons who were "corrupted" by quiz program temptations. "Many of them were young or naive or weak or unfulfilled and therefore sorely tempted," he wrote. "For their tempters and manipulators no mitigating circumstances, on the other hand, can be offered."

■ "It is important to understand," Dr. Hacker commented, "when wholesale frauds take place, that the processes of corruption whether public or private, involved two groups of persons, the corrupters and the corruptibles.

"The former are clearly guided by self gain and should be exposed, and ways and means should be devised to prevent recurrence of their reprehensible anti-social conduct.

"The latter deserve the understanding and compassion of society and, by the same token, should be protected from the danger of succumbing to temptation.

"I am saying, in other words, that there have always existed and will always exist, corruptible people: the naive (young and mature), the weak, the desperate (under real or assumed financial pressures), the unfulfilled (who blame society for their obscurity or failures), the ambitious.

■ "Money, particularly big money, is a great temptation that encourages people to succumb to corruption; but there are other motivations that one must not lose sight of—acclaim and public recognition, the possibility of subsequent success in a chosen occupation where the returns heretofore have been small, the acceptance of a footing of equality with one's peers.

"By subtle or even overt devices, such persons will fall in with the plans of their corrupters. They are guilty and have been party to a fraud; but how is society served when those who have been manipulated are paraded in the full public view and exposed to general obloquy if not to their destruction?"

■ Dr. Hacker said the action of Judge Schweitzer made the Harris investigation inevitable by questioning "what courts have generally recognized as the inalienable right of grand juries to hand up non-indicting reports, when they serve the public interest."

"For this the American people will pay a bitter price in the parade before it of children, young people and men and women who yielded to temptation," he wrote. "I say 'bitter price' because we shall view the spectacle with a profound sense of shame and perhaps even guilt—feelings we entertain often when we hear that normal and decent people have become the victims of corrupters." #

BEST FOOT FORWARD—*This b&w page, to run in the Sept. 14 Life, kicks off Turtle Wax-Plastone Co.'s national advertising on its aerosol Penny Shoe Shine.*

Turtle Wax's Spray Shoe Shine Arrives on National Scene

CHICAGO, Aug. 13—Penny Shoe Shine, an aerosol spray product marketed last year by Turtle Wax-Plastone Co., Chicago, becomes a national advertiser next month with a b&w page in the Sept. 14 *Life*.

The product, which sells for 98¢ a can and sprays a neutral mist to shine any color shoe, has been adding markets steadily ever since its debut last fall. The product is now all over the West Coast, in New York, Boston, Chicago, Omaha and Indianapolis. Many other markets will see the product even before the national advertising begins, according to B. F. Hirsch, president and ad manager of Turtle Wax.

In addition to *Life*, the company will also use *Ebony, Reader's Digest* and *The Saturday Evening Post*. The company will continue to use tv and newspapers in its local markets.

The product is retailed mainly in drug stores and dime stores.

Bozell & Jacobs, Chicago, handles Turtle Wax-Plastone Co.'s advertising. #

Males Neth Hansen Reardon Rudd Mack Rabins

ALL BUSINESS—*Information flowed during both formal and informal sessions at the fourth annual Circulation Seminar for Business Publications in Chicago. Comparing notes are Robert Males, United Catalog Publishing, Hempstead, N. Y.; Don Hansen, of Buildings, Cedar Rapids, Ia.; Robert L. Rudd, Pit & Quarry, Chicago; David A. Rabins, Chain Store Age., New York; Donald G. Neth, Miller Publishing Co., Minneapolis; John H. Reardon, Publishers Employment Agency, Chicago; and Frank Mack, business paper division, Reuben H. Donnelley Corp., New York.* *(Story on Page 3).*

'News-Call-Bulletin,' S.F.'s Only Afternoon Daily, Is Joint Hearst, Scripps-Howard Effort

SAN FRANCISCO, Aug. 11—The afternoon newspaper battle in this city has ended, but it's hard to tell whether Scripps-Howard's *News* or Hearst's *Call-Bulletin* won.

The newly merged dailies came out yesterday for the first time as a single newspaper—now the city's only afternoon daily—called the *News-Call-Bulletin*.

Publisher of the new daily is the Apex Publishing Corp., a new Delaware corporation owned equally by Scripps-Howard and Hearst Publishing Co.

■ Bearing out the new daily's masthead slogan—"This newspaper follows the editorial policies of the Scripps-Howard Newspapers and the business policies of the Hearst Newspapers"—*N-C-B's* editor is Charles H. Schneider, former *News* editor; Lee Ettelson, formerly publisher of the *Call-Bulletin*.

Wallace Brooks, formerly ad manager of the *Call-Bulletin*, is ad manager of *N-C-B*, while Wells B. Smith is the business manager. James Mackie is circulation director, Harry Davidson, production manager, Andrew Talbot, general promotion manager. William A. Moore is the chief accountant.

Moloney, Regan & Schmitt, which represented the *Call-Bulletin*, is representing the new newspaper.

■ Merger of the *News* and *Call-Bulletin*—hotly denied right up to last Sunday when both papers confirmed it in print—follows what trade reports describe as steady money-losing operations for both newspapers. The *News* suffered a circulation drop from 100,400 a year ago to 98,800 just before the merger. The *Call-Bulletin's* circulation, however, went up from 141,500 a year ago to about 145,000 at merger time.

While the *News-Call-Bulletin* is San Francisco's newest newspaper, its forerunning components include the city's oldest, dating back to Vigilante days. The *Bulletin* name began with the publication of the *Evening Bulletin* in 1855. A year later, in 1856, the *Daily Call* was published. These two merged into the *Call-Bulletin* in 1929.

The *News*, originally the *Daily News*, was founded in 1903 with a loan of a few hundred dollars from E. W. Scripps. It took the name of the *San Francisco News* in 1927 and has since been a unit of the Scripps-Howard newspaper chain.

■ The paper's competition is the city's two morning newspapers, the *Chronicle* and the *Examiner*, both of which have been revamping recently to gain more competitive stature.

The *Examiner's* daily circulation is 263,500 and its Sunday circulation is 480,044, according to ABC figures, March 31, 1959. The *Chronicle's* daily circulation is 236,480 and its Sunday circulation is 292,550. #

Catton Heads AMA Group

David S. Catton, manager, western operations of O'Brien Advertising Agency Ltd., Vancouver, has been elected president of the British Columbia chapter of American Marketing Assn.

Alfred Goldman

Jean Brown

Robert Pliskin

Benton & Bowles Adds Three Creative VPs

NEW YORK, Aug. 14—Benton & Bowles has beefed up its creative department by adding three vps.

Joining the agency as vp in charge of art, a post vacant since 1956, is Robert Pliskin, former senior art director at McCann-Erickson.

Alfred Goldman, formerly vp and copy director of Reach, McClinton, joins Benton & Bowles as vp and associate creative director, a new post.

Jean Brown, formerly copy supervisor with Grey Advertising, joins the agency as a vp and creative supervisor. #

New Ohio Law Takes Ad Regulation Out of State's Hands

COLUMBUS, O., Aug. 11—Gov. Michael V. DiSalle has signed legislation to establish the right to advertise in Ohio without having state agencies regulate truthful and acceptable ads.

The law, which was sponsored by the Ohio Newspaper Assn., becomes effective Nov. 2.

Persons licensed under the statute will have their licenses suspended if they are convicted of false or fraudulent advertising.

■ Frank W. Spencer, president of the newspaper group, said the law would help the public by allowing for the fullest possible information to be included in ads which otherwise might be limited by unwarranted state agency regulations.

"We hope that people who are victims of false ads will realize they now can help to counteract such advertisers by reporting them," Mr. Spencer said.

■ Paul R. Gingher, attorney for the newspaper group, told ADVERTISING AGE that there are about 21 state boards and commissions which regulate such groups as funeral directors, optometrists, real estate brokers, accountants, chiropodists, barbers and beauticians.

Many of these boards had established rules banning or restricting advertising done in those fields, he said. Advertising media in Ohio have long opposed moves by these boards to curb advertising, he said. Ohio is the first state which has taken the power to regulate ads out of the realm of state boards, Mr. Gingher said. #

Three Magazines Boost Ad Rates and Circulation

NEW YORK, Aug. 13—Three more magazines this week announced rate and circulation guarantee increases for next year.

Motion Picture, effective with its February, 1960, issue, is boosting its circulation guarantee from 850,000 to 1,000,000 and its advertising rate from $2,420 to $2,900 per b&w page. *Motion Picture's* new guarantee will increase the Fawcett Women's Group (*Motion Picture* and *True Confessions*) guarantee to 2,250,000. Rate for the group will go from $4,145 to $5,150. *True Confessions* will remain at its present circulation and rate level.

Sports Illustrated, effective with the Jan. 4 issue, will increase its circulation guarantee from 850,000 to 900,000. New ad rates, to be effective with the March 7 issue, will be announced later.

Vision International, effective with the January issues, will boost rates for its international edition and Mexican supplement. Guarantee for *Vision International* will be increased from 112,000 to 118,000 and rate base will go from $1,400 to $1,655 per b&w page. *Vision's* Mexican supplement will boost its ad rate from $430 to $475 while circulation guarantee, at 40,000, will remain unchanged. #

Mid-America Boosts Cain

Mid-America Publishing Corp., Kansas City, Mo., has named John J. Cain to the new positions of assistant publisher and advertising director of *Flower & Garden*. Mr. Cain has been advertising manager of the magazine for two years.

seventeen

ways to a girl's heart !

From cover to cover, SEVENTEEN Magazine entertains, enlightens and enthralls. In heart-to-heart fashion, it discusses teen-age problems, answers teen-age questions, advises teen-age girls on everything from applying lipstick to applying for jobs. SEVENTEEN tells them how to choose clothes and attract beaus, improve their carriage and plan for marriage. In fact, SEVENTEEN talks with its readers about *all* their interests. And because it never talks *down* to them, they take everything in it to heart, including the advertising. That's why more and more advertisers are using SEVENTEEN to reach the market of **8½ million teen-age girls**...*the market that has come of age in a great big way!*

it's easier to **START** *a habit than to* **STOP** *one!*

SEVENTEEN MAGAZINE, 488 Madison Avenue, New York 22 • Plaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!

More readers.....

THE TRIBUNE GETS 'EM

....more advertising-

IN CHICAGO!

The Tribune sells nearly 900,000 copies daily, 1,250,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over $60,000,000 in the Tribune last year—more than in all other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It outpulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!

The Editorial Viewpoint . . .

Changing the Revenue Laws with Respect to Advertising

Because it is so tremendously important to the advertising business and to all of America, we are turning over our editorial space here this week to the American Institute of Certified Public Accountants.

What follows is the text (with relatively minor deletions to save space) of a letter to Rep. Wilbur D. Mills, chairman of the House committee on ways and means, discussing the tax status of advertising designed to influence legislation. It was signed by Wallace M. Jensen, general chairman of the institute's committee on federal taxation, and by Thomas J. Graves, chairman of the subcommittee on determination of taxable income.

* * *

"We are writing to suggest that favorable consideration be given to legislation such as has been proposed in several bills—H.R. 5193, 5251, 5579, 6376. These bills were introduced by Representatives Forand, King, Karsten, Pelly, and provide that for purposes of section 162 of the Internal Revenue Code an otherwise ordinary and necessary business expense shall not be disallowed as a deduction because incurred in opposing or advocating measures submitted to an electorate upon any issue which affects the taxpayer's business.

"For many years, the regulations have barred the deduction of expenditures incurred for the promotion or defeat of legislation without making any distinction between proper and improper expenditures or whether the expenditures are otherwise ordinary and necessary under the circumstances. It seems reasonable to deny taxpayers a deduction for expenditures, such as bribes, which are expressly illegal or immoral. Expenditures of this type tend to prevent impartial consideration of the legislation which the taxpayer seeks to promote or defeat. However, this is not true of expenses incurred to educate the public (including legislative bodies) as to the nature, effect, and desirability of proposed legislation which may affect the taxpayer's trade or business. Public enlightenment as to legislative problems is desirable and should be encouraged. Where the issues bear a reasonable relation to the taxpayer's trade or business, a deduction should be allowed for the expenditures incurred to inform the public of these issues.

"The present regulations (which are in proposed form only) disallow all deductions for such public information purposes without regard to legality, morality, or propriety of the methods used by the taxpayer. This is not reasonable . . .

"The need for a change of existing rules has been emphasized by recent events. In *Cammarano v. U. S.* and *F. Strauss and Son, Inc. v. U. S.*, the U. S. Supreme Court upheld the disallowance as deductions of expenditures which were incurred to preserve the very existence of the taxpayer's trade or business. Under these circumstances, it would seem that expenditures incurred to promote or defeat legislation are proper and desirable expenses; they are ordinary and necessary and the Code should be amended to make it clear that such expenditures are deductible.

"These cases are perhaps unusual. A less extreme example is the announcement that electric light and power companies may not deduct advertising expenses incurred in an effort to explain the effects of government competition in the power industry. Advertising generally is considered a proper means of explaining to consumers the advantages of one company's product as compared to others. These are ordinary and necessary expenses incurred in a trade or business and as such are deductible. The fact that one of the companies is the government does not alter the situation sufficiently to warrant a complete disallowance of this type of expenditure. The private companies should be permitted to explain their position to the public and allowed a deduction for the proper expenditures so incurred as ordinary and necessary expenses in connection with a trade or business.

"It is not likely that allowance of such expenses as a deduction will result in excessive expenditures. Both the proposed amendment and our suggestion of broader scope allow a deduction only for those expenditures which are ordinary and necessary. This requirement would act as a restraint and prevent the incurring of disproportionate expenditures at the expense of the revenue.

"In our opinion, the disallowance of proper expenditures to promote or defeat legislation is an unfair penalty. Business enterprises should be permitted to combat injurious legislation or support favorable legislation and consider such expenses as part of the cost of doing business. It is unrealistic to disallow all such expenditures as improper, since a distinction can be made between those expenditures which would otherwise be deductible and those which are conceded to be illegal or immoral in character."

* * *

Every advertising man should raise his own voice in approval of the opinions expressed in this letter.

\# \# \#

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—Cowl Rider, Copywriter, N. W. Ayer & Son, New York.

"He's in a meeting about making some signs that say, 'Meetings Are Minutes—Minutes Are Money'."

What They're Saying . . .

Impoverished Imagery

A lot of designers use language pretentiously. But this is hardly a malady peculiar to them. Apart from public relations writers, politicians, critics and hipsters—for whom it is a basic material—professional and business people are all likely to use a fair amount of jargon. ("The instrumentation situation is very good potentially-wise," a management consultant said to us today, skillfully turning an adverb into an adverb.) This debasement of language comes from having to say something when there is nothing to say, and from trying—for reasons we all know—to make the simple sound complex enough to be scientifically respectable. The effect is not really mystification, but indifference and disbelief. Having caught the habit of talking, Americans have lost the habit of listening that once provided an automatic check on verbal nonsense . . .

Impoverished imagery, impersonal diction, private vocabularies, the triumph of the passive voice—these are symptoms of a cultural illness. Designers are not noticeably sicker than anyone else. Alas, they are not noticeably healthier either. The designer may even be unusually susceptible to the disease, for *he is often expected to express verbally what can only be understood visually. There is no more seductive invitation to obscurity.*

—Editorial in the May issue of Industrial Design.

Rough Proofs

The FTC's attitude toward advertising noted by Pillsbury is both irrational and flattering, since like Vance Packard it assumes that promotional plans always work.

•

The stock market slumped on the news of the prospective Khrushchev-Eisenhower visits, probably because beating swords into plowshares is considered less profitable than the reverse.

•

Census Bureau figures show that 4,400,000 tv homes now have two or more sets. They help to assure happy marriages by permitting mom to look at the dramatic offerings while dad sees the sports shows and westerns.

•

That advertising of "Matter of Life and Death," featuring Krebiozen, the anti-cancer product turned down by the authorities, follows the line of least resistance by making the American Medical Assn. the whipping boy, as usual.

•

Pan-American Coffee Bureau will try to persuade housewives to make the brew a little stronger, while Folger's is assuring them they can do the job with much less of the delectable bean in the pot.

•

"We do not know how many stars there are in the sky," admits Collins, Miller & Hutchings.

Funny thing, nobody else knows for sure, either.

•

Brunswick-Balke-Collender is starting a promotion aimed at getting more of the gals to try bowling.

If they can persuade their boy friends to join them, they may make a strike in more ways than one.

•

Congress, apparently about to succeed in getting the grand jury record in the tv quiz show investigation, seems all set to start beating a dead horse.

•

Kenneth Groesbeck is advertising a $35,000 job as account man in an agency who must have "ability to keep $4 million worth of billings happy."

With that volume of billing there must be an equal amount of cooing.

•

A "115-lb. filly" with 19 years' advertising experience says she's a workhorse looking for a new stable.

Weight for age will be considered only in terms of the oat ration.

•

"Gillette budgets $5,400,000 for World Series ads," reports the world's greatest advertising journal.

Taylor Spink says, all claims to the contrary, baseball is still the national pastime.

•

Former baseball stars now working as sports announcers should remember that Dizzy Dean is the only member of the craft who can get away with pronunciations like "genuwine."

COPY CUB.

The Washington Post

has 50% more

circulation than any other

Washington newspaper

and 86%

of its City and Retail

Trade Zone circulation

is home delivered

For More Than 20 Years Washington's R.O.P. Color Newspaper

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.

food manufacturers!

BETTER MEALS BUILD BETTER FAMILIES

SUPPORT YOUR INDUSTRY-WIDE

FOOD PROMOTION

"BETTER MEALS BUILD BETTER FAMILIES"

SEPTEMBER 14-26

Sell your brand and back up your super-market and independent grocery outlets by special advertising insertions in

SOUTH FLORIDA'S TOTAL SELLING MEDIUM

The Miami Herald

FIRST IN THE NATION IN TOTAL FOOD ADVERTISING

- The Herald's home-influence saturates Florida's fabulous Gold Coast — food sales $557,188,000 in 1958.
- The Herald's circulation is greater than the total combined circulation of all seven other dailies and six Sunday newspapers published in South Florida. Herald daily 312,579; Sunday 376,537.
- As the nation's leader in Food Advertising, The Herald is going all-out in promoting the "Better Meals Build Better Families" campaign. Advertising and editorial support will be published every day, in advance and during the promotion.

Contact Story, Brooks & Finley, national representatives, or The Miami Herald, Miami, Florida. **DO IT NOW!**

NEW 1959 SURVEY OF "TOP TEN" BRANDS"

Study of Greater Miami Market

Just off the press! Covers over 1100 items; shows consumer preferences in 26 classifications; distribution outlets; socio-economic data; etc. Send for FREE copy now.

The Miami Herald leads

3 to 1

in Supermarket Advertising in Greater Miami

Metropolitan Miami is first in food sales per family among the nation's major markets. The Herald alone blankets the Miami/Gold Coast at one low cost! The Herald has for years been the proven way to reach South Florida families — and now more than ever before.

In the first 6 months of this year, The Herald published 2,231,248 lines of supermarket advertising. It is 1,466,596 lines more than published by Miami's second paper in the same period.

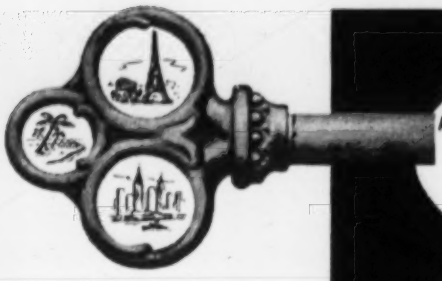
It represents a whopping gain of 802,077 lines over the same period of last year — compared to a loss of 13,533 lines by Miami's second paper.

HERE ARE THE 6-MONTHS FIGURES FOR THE TOP 13 MIAMI AREA GROCERS:

	Lines of Advertising	
	HERALD	**NEWS**
KWIK CHEK (Winn Dixie)	319,710	177,327
SHELL'S CITY	297,127	64,073
GRAND-WAY	290,173	117,810
STEVENS	248,106	63,945
FOOD FAIR	247,398	116,536
FREDERICH'S	207,736	63,616
A&P	203,549	88,848
B-THRIFTY & GRAND UNION	118,377	44,462
A G	85,884	none
PUBLIX	69,300	28,035
LITTLE FARM & FOOD PALACE	64,266	none
PAYFAIR	51,267	none
CONSUMERS	28,355	none
	2,231,248	764,652

You too can sell your products in South Florida through productive advertising in The Miami Herald

THE TOTAL SELLING MEDIUM IN SOUTH FLORIDA IS The Miami Herald



your passport to a
TOP TRAVEL MARKET

38.3% of all ELKS MAGAZINE households spend more than $200 a year for *vacation travel* . . . a percentage exceeded by only 7 of the 53 magazines in the latest Starch Consumer Magazine Report.

24% of all Elks spend more than $200 for *business travel* during the same period. In this category, only 3 publications exceed THE ELKS MAGAZINE.

A direct route to this top travel market is open to you through advertising in THE ELKS MAGAZINE.

THE Elks MAGAZINE

More information? Write for your copy of our booklet, "The Elks Market"

NEW YORK 16 386 Fourth Avenue | CHICAGO 1 360 N. Michigan Avenue | LOS ANGELES 17 1709 W. 8th Street

KOLN-TV
OUT-PULLS 24 OTHER TV STATIONS
in cost-per-order results!

TATHAM-LAIRD INC
Advertising
64 EAST JACKSON BOULEVARD
CHICAGO 4, ILL. • HARRISON 7-3700

June 4, 1959

Mr. A. James Ebel
Station KOLN-TV
Lincoln, Nebraska

Dear Jim:

We're happy to announce that KOLN-TV has won the 1959 Butter-Nut Coffee Flower Seed Promotion Contest.

Thirty-four radio and twenty-five television stations participated in this contest and KOLN-TV delivered the lowest cost per flower seed order.

Please extend our congratulations and appreciation to the members of your station who contributed to making this promotion a great success.

Sincerely,

William B. Lierle
Broadcast Manager

WBL/uw

The letter speaks for itself. If it's *results* you're after, make sure you reach Nebraska's *other* big market — Lincoln-Land — through the *one* station that *really* covers it. Avery-Knodel will give you all the facts on KOLN-TV — Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Tim Elliott of Outdoor Advertising Inc., **Doug Hathaway** of J. M. Mathes, **Ted Lord** of Daniel Starch & Staff and **Al DeCastro** of *Look* are back from a Canadian fishing trip with a tall tale about a fish it took two days to catch. It started when a friend of Tim's announced he had a fish, but upon reeling in discovered he had only Tim's line and Tim had the fish. Tim stood up in the boat, the friend stood up too, and both did a double backdive into the icy water. They rushed back to camp to dry out, forgetting that both spinning rods, plus the fish and net, were still in the lake. On his first cast the next day, however, Ted brought up both rods, the net and the fish. The hook had been removed from the fish—but there he was still in the net! . . .

Another Canadian sports yarn—this one about a cold, rainy, muddy James Bay goose hunt—is featured in the August issue of *Sports Afield* with the main characters being **John Hoagland**, vp at Ogilvy, Benson & Mather, **Dave Sutton**, tv vp at MCA, **Bob Foreman** of BBDO, **Hank Hunter**, director of communications at Olin Mathieson, and **Bob Atherton**, editor of *Cosmopolitan* . . .

EIGHT ON A MATTRESS—*One answer to what people do in St. Louis in the summertime is shown here. At a pool and picnic party given by Venard, Rintoul & McConnell, there was a mattress loading contest which resulted in this picture: Waterline—Ralph Neugebauer, Gardner Advertising Co.; Bob Thies, D'Arcy, and Earl Hotze, Gardner; second deck, Mary Howard and Shirley Stafford, both of Gardner; Don Amos, D'Arcy and Pat Schinzing, Gardner; on A deck is J. Dolan Walsh, D'Arcy.*

John Neill of *Family Circle* is "Space Man of the Year." He won the award at the midsummer media men's melee given by **Helen Seevers** of Seevers Advertising in St. Louis July 24. **Al Johnson**, ad director of International Shoe, **Ron Smilie** of Krupnick & Associates, and **Virginia Powell**, publisher of *Saddle & Bridle*, were the judges. About 70 admen and their wives attended the shindig . . .

Chuck Baldi, of the *Ladies' Home Journal* sales staff in New York, is the author of the article, "The Mare Everybody Loved," in the August issue of *Turf & Sport Digest*. It's his first writing effort . . . At the Parent-Child Golf Tournament at the Greenwich Country Club the proudest parent and child were **Cal J. McCarthy Jr.** (Foote, Cone vp) and son Jim. Father shot a hole-in-one on the 155-yard 12th hole . . .

Agency beats client: **Martin Zitz**, head of Henri, Hurst & McDonald (agency for Admiral Corp.) won the gin rummy championship at the tv-appliance manufacturer's outing, while Ross D. Siragusa, president of Admiral, took second place honors . . .

Their first child, Erica Lynn, was born July 20 to **Stanley J. Romaine**, eastern ad manager of the Variety editions of *Chain Store Age*, and his actress wife, the former Shirley Blanc . . . Gillette Publications ad manager **Frederick A. Michel** will be married in October to **Joan Hess**, managing editor of *American Artist Magazine* . . . It was an Aug. 2 wedding for Kathryn Allen and **Warren Pfaff** of J. Walter Thompson, New York . . . Newly affianced are Joan Bentley and **David Lippincott** of McCann-Erickson, New York . . . A May wedding is planned by *Newsday* reporter Penny Fox and **Stan Schwartz**, copywriter with Martin K. Speckter Associates . . .

William Bankier, copy chief at Young & Rubicam Montreal—a jazz buff and a self-taught operator on the clarinet, tenor sax and the recorder—has a short story in the Aug. 8 *Saturday Evening Post*. Subject: Jazz . . . **Aida Imeson**, office and personnel manager of Y&R's Detroit office, has received a hi-fi set and a record gift certificate from the agency, as the first 20-year veteran of the office . . .

Nancy Myers, manager of Leo Burnett's Hollywood office, has proven she knows the most about her company. Nancy won $250 with the only perfect score in Burnett's employe quiz, which contained 24 questions about the agency (AA, Aug. 3). Announcement of the "Applestakes" quiz winners was but one feature of Burnett's 24th anniversary celebration Aug. 5; all employes that day received leather "apples" containing 24 silver dollars . . .

Alan Kaufman, recently with Weiner & Gossage and now an ad consultant, has been named director of the Interplayers, San Francisco's oldest theater group with an unbroken record of 12 years of continuous performances. . . **Garrett P. Orr**, art director of Outdoor Advertising, is heading up the art division of the 1959 Sister Elizabeth Kenny Foundation fund appeal . . .

Talbot Patrick, publisher of the *Evening Herald*, Rock Hill, S. C., who recently returned from a two-month tour of Europe, is convalescing from an appendectomy. . . **John Kluge**, president of the Metropolitan Broadcasting Corp. (WTTG-TV, Washington, D. C.), will be back mid-August from a month's trip through Russia. . .

Phoebe Seigle, radio-tv director of Dittman & Kane, Philadelphia, is honeymooning with attorney Philip Dorfman . . .

Inside Los Angeles there's a Hidden City* and...

A MILLION YOU'RE MISSING

if you're not in The Mirror News

Meet a Hidden City Family...

It's likely to be a family that practices "togetherness"... whether it's a shopping expedition, a picnic on the beach, or just lounging around at home. And it's probably a family that has the wherewithal to enjoy better living. Because Hidden City fathers are good providers—83% of them are on their way up in well-paying occupations, and earning $4,000 or more. In fact, if you add the 310,260 Hidden City families together, you come up with a million-sized market, spending $1½ billion on whatever catches their eye. Chances are it's something they see advertised in The Mirror News that does catch their eye. For 4 out of 5 of the million Mirror News readers in the Hidden City take only The Mirror News as their Los Angeles metropolitan weekday newspaper.

***It's bigger than San Francisco**... or Houston, Miami, Pittsburgh, Denver, Milwaukee, St. Louis, and a lot of other big cities you'd never dream of overlooking.

4 OUT OF 5 HIDDEN CITY FAMILIES READ NO OTHER WEEKDAY METROPOLITAN PAPER

Big Shopping Center Open

MIRROR NEWS

RECORD GROWTH SEEN IN LOS ANGELES AREA

Good Day Predicted Today

LOS ANGELES EVENING
MIRROR NEWS

Represented by O'Mara & Ormsbee,
New York, Chicago, Detroit, San Francisco

Jumbo PRODUCT REPRODUCTIONS

Your product blown up to as large as 12 feet — in Plexiglass — with interior illumination by high output fluorescent lamps — offering single turntable motion — or our own patented double motion. It spins on its own axis four times faster than it revolves in a 360° circle.

For outdoor advertising purposes at the source of product manufacture —

- **In super-market and shopping center parking lots**
- **In high traffic areas of limited ground space**

Any product — any quantity sold or leased anywhere in the United States and Canada. Write for cost information or for appointment with company representative.

ACTION DISPLAYS, INC.
Berlin, Wisconsin

The most effective Day & Night outdoor advertising

RAB Hits Steel Men for Not Considering Radio for Strike Ads

NEW YORK, Aug. 11—Representatives of the striking United Steelworkers of America were not the only ones who had some hot words for the steel companies last week.

Kevin Sweeney, president of the Radio Advertising Bureau, also unleashed a verbal salvo against the steel industry. His complaint: Nobody would let him come in and pitch for radio's share of the companies' strike advertising.

In a wire to the presidents of 12 major steel companies, Mr. Sweeney said:

"[name of company] has substantial stake in favorable settlement of steel strike which will be decided largely on what American public thinks of issues. Yet your company, through its public relations officer, has taken position that it will not even listen to suggestions other than newspaper advertising for presentation of steel industry's side on major issues.

■ "As trade association for most of the important U.S. radio stations, we have been attempting unsuccessfully to secure hearing either from Hill & Knowlton, or from steel industry advertising committee on which your company is represented, on why and how companies should use radio advertising to reach tens of millions of people your current newspaper advertising efforts cannot reach.

"Neither Hill & Knowlton nor the committee even gave radio broadcasting industry 15 minutes to present its case. At a time when it is imperative that the steel industry explain high profits in terms man on street can understand and appreciate, it seems disastrous that your current paid advertising mostly talks to people who are already on your side via advertising media where it is so easy to ignore your kind of advertising. There may be many good reasons why steel companies cannot employ radio advertising but I believe you will agree that when companies need every friend they can get there is no reason to gratuitously insult a major medium of communication by being unwilling to even listen to what they have to present. You can be certain that whatever radio broadcasters think of steel companies' judgment in this matter we will continue to provide our balanced and unbiased report of the news of the strike."

■ The campaign that caught Mr. Sweeney's competitive eye ran in newspapers in July shortly after the steel walkout. The full page ad explaining the management side of the story appeared in approximately 400 papers throughout the country. #

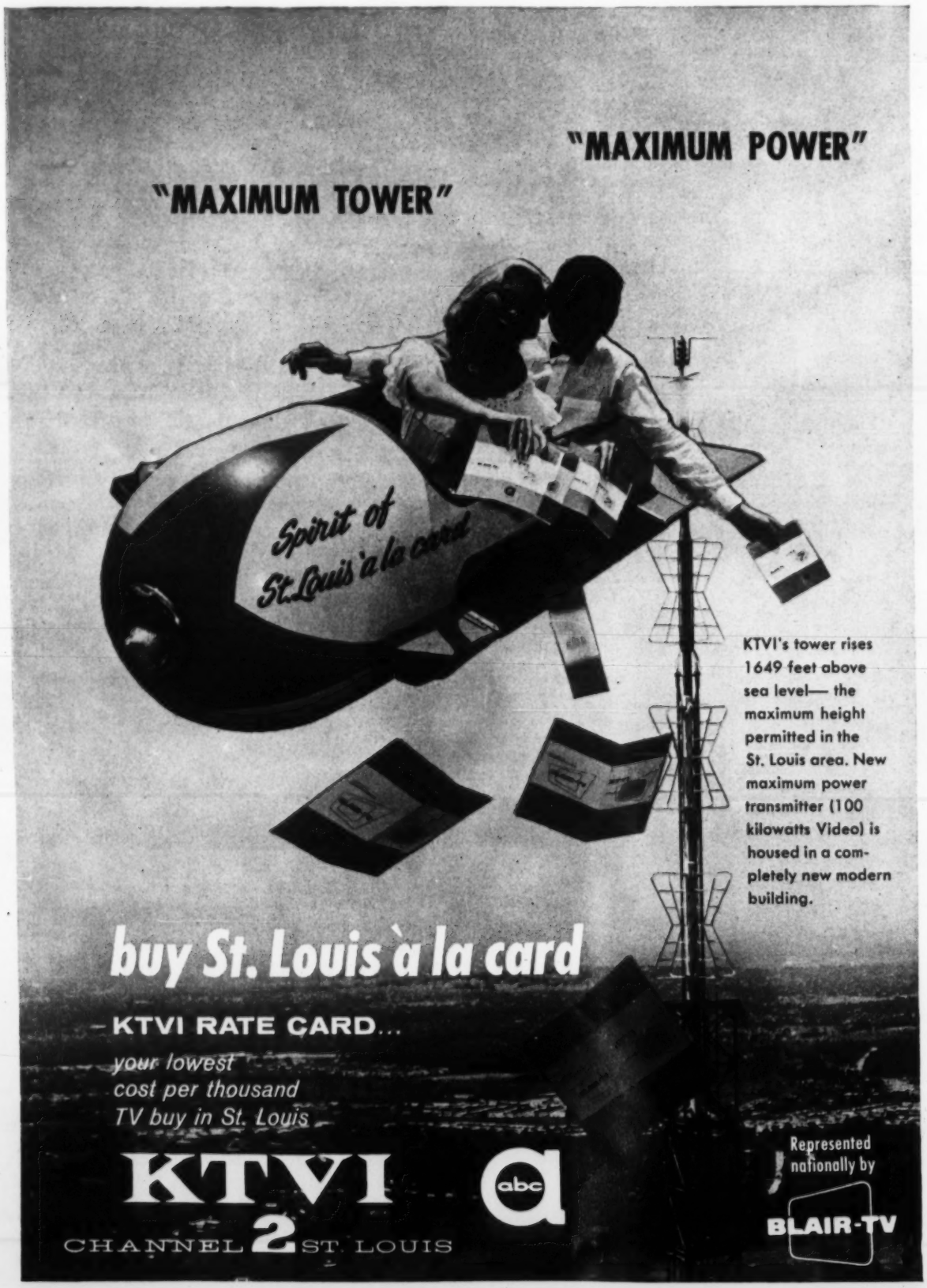
Merged Agencies Become George L. Mallis Inc.

George L. Mallis and W. S. Roberts, Philadelphia agencies which merged in July (AA, July 20), will now be known as the George L. Mallis Inc. George L. Mallis will continue as president and Wilmer S. Roberts will serve as exec vp in charge of operations. Franklin S. Roberts was named vp in charge of development.

The major account for the merged agency will be Niagara Therapy Mfg. Corp. Mallis also brings the Columbia Boiler Co., Olympic Luggage Corp., and Colony Furniture Co. accounts. Roberts brings Renaire Corp., B. F. Goodrich Tire Co. (regional) and several automotive and brokerage houses accounts. Billings of the merged agency will be near $2,000,000.

Westinghouse Boosts Farrahy

Thomas J. Farrahy Jr. has been appointed assistant to the director of advertising of Westinghouse Electric Corp., Pittsburgh. He formerly was assistant manager of the company's apparatus advertising department.


"MAXIMUM POWER"
"MAXIMUM TOWER"
Spirit of St. Louis à la carte
KTVI's tower rises 1649 feet above sea level— the maximum height permitted in the St. Louis area. New maximum power transmitter (100 kilowatts Video) is housed in a completely new modern building.
buy St. Louis à la card
– KTVI RATE CARD...
your lowest cost per thousand TV buy in St. Louis
KTVI
abc
CHANNEL 2 ST. LOUIS
Represented nationally by
BLAIR-TV

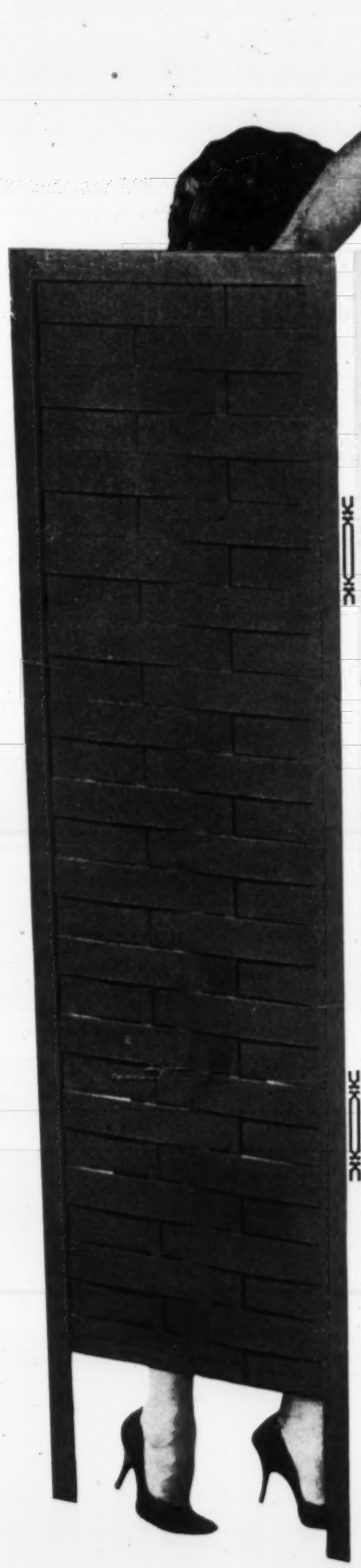
get the facts on New York City's

new medium on wheels

OUTSIDE BUS ADVERTISING

Mass coverage of millions, or local showings in one or more of eleven different sections of the city. Phone John J. Woods (ULster 2-5000, Ext. 4768) for rates and availabilities.

NEW YORK CITY TRANSIT AUTHORITY
370 Jay Street, Brooklyn 1, N. Y.



Big Change in Detroit!

Free Press Daily Circulation Hits Highest Mark Ever Reported By Any Newspaper in Michigan

Daily circulation of the Detroit Free Press has climbed to a record high of 497,799!* That's more weekday circulation than ever before reported by The Free Press, or any other Michigan newspaper!

The Detroit Free Press—Michigan's prize-winning newspaper—continues to surge ahead, growing faster than any other Detroit or Michigan newspaper.

When planning your marketing strategy, cash in on this BIG change in Detroit! Make sure Michigan's *only* morning newspaper is on your "A" schedule.

**Publisher's Interim Statement for the three months ending June 30, 1959, as filed with Audit Bureau of Circulations, subject to audit.*

The Detroit Free Press

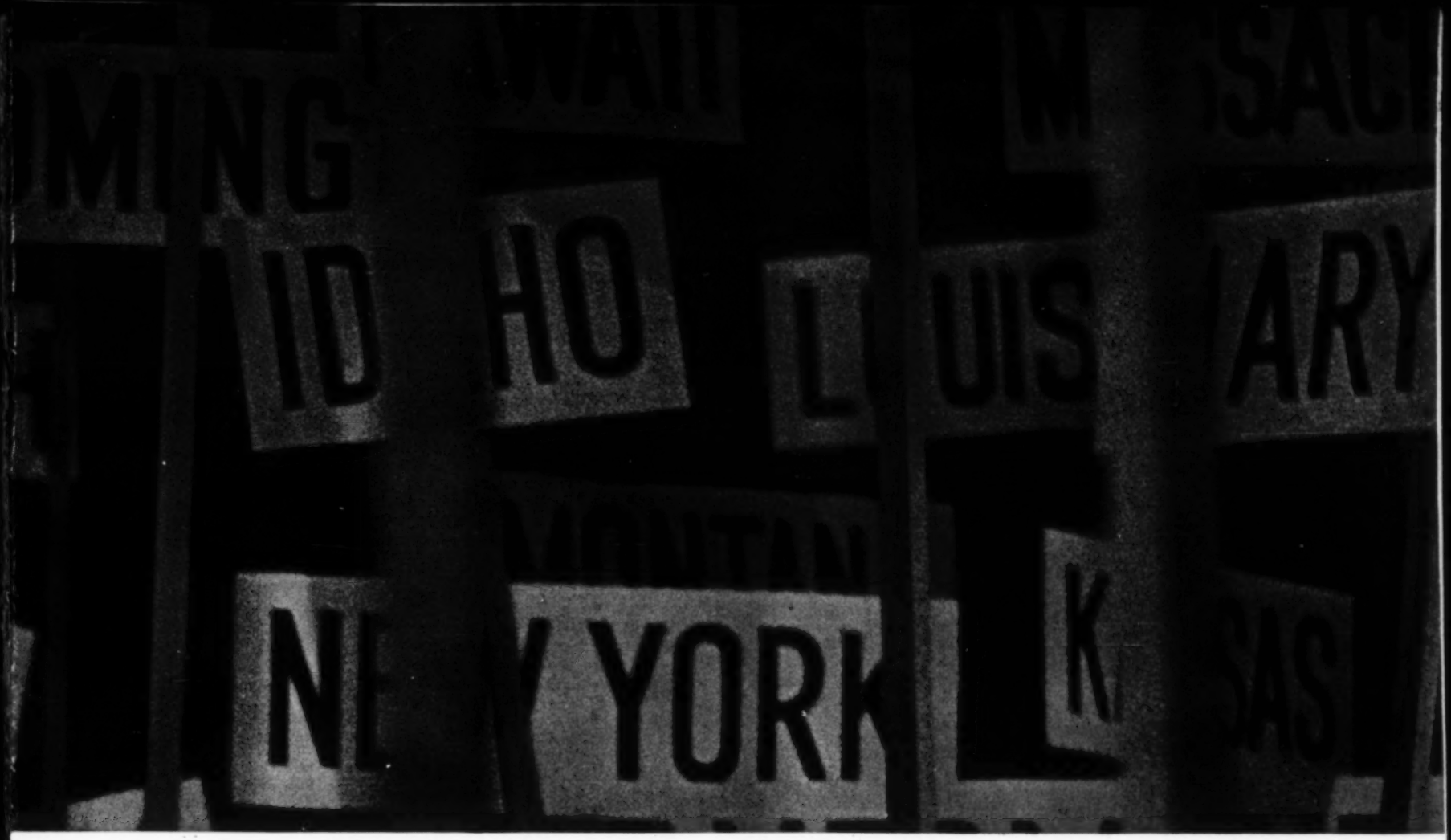
REPRESENTED NATIONALLY BY STORY, BROOKS & FINLEY

In Michigan, you see the friendly Free Press everywhere

WESTINGHOUSE MAKES SURE OF A "THIRD TERM"

Though the nation's most exciting political events are at least a full year away, the Westinghouse Electric Corporation has announced its decision to sponsor for the third time the national political conventions as well as the Presidential Election over the CBS Television Network.

This early decision clearly reflects the conviction on the part of Westinghouse that the CBS News coverage of the conventions will again attract, just as it did in 1956, the largest average audiences of any television network for the duration of the conventions and the Election. It is equally a clear



demonstration of confidence based on a decade of experience with the CBS Television Network where on August 10 Westinghouse presented its 500th weekly hour-long dramatic broadcast.

They can be sure that in CBS News they will have at their service the most experienced, expert and enterprising team of political reporters and analysts in broadcasting.

They can be sure they will render a vital service to the American people by providing them with complete and authoritative coverage of the single most important political process of a democracy.

They can be sure this coverage will again earn for them the respect and gratitude of a nationwide audience and—as Westinghouse stated in 1956—"contribute substantially to our over-all objectives."

Today when the public's need for information is especially urgent, America's leading advertisers are increasingly placing their confidence in the values of CBS News presentations—in such notable series as THE TWENTIETH CENTURY (sponsored by Prudential Insurance Company of America), CONQUEST (sponsored by Monsanto Chemical Company), the new, exciting documentary series CBS REPORTS (sponsored by Bell & Howell Company and B. F. Goodrich Company) which will begin this Fall, and WOMAN! (sponsored in part by Dow Chemical Company).

Like Westinghouse, they, too, can be sure they have working for them not only the most widely acclaimed news organization in television, but also the network that for the fifth consecutive year provides the largest average audiences of any single advertising medium in the world.

THE CBS TELEVISION NETWORK

Portland Maine

the launching pad of *product testing*

Libby's chose Portland, Maine because conditions are ideal for market testing.

Portland Maine Newspapers
PRESS HERALD EVENING EXPRESS
SUNDAY TELEGRAM
94% coverage of ABC retail zone
100% coverage of city zone
represented by Julius Mathews Special Agency

I 6 2

FIRST in the United States among cities under 150,000 population.

SIXTH in the United States among ideal testing cities regardless of population.

SECOND of all testing cities in New England regardless of size.

source: Sales Management

Torp, Murphy Join LaRoche

Harry Torp, formerly media director of Dowd, Redfield & Johnstone, has joined C. J. LaRoche & Co., New York, as manager of print media. He succeeds Sally Mansfield, who has resigned after 11 years. Martin K. Murphy, formerly with Dine & Kalmus, has joined the Los Angeles office of LaRoche as an account executive.

Irby to 'Wall Street Journal'

Fred Irby has joined the *Wall Street Journal* in Birmingham, Ala., as an advertising representative. Mr. Irby was formerly national field director of the Advertising Federation of America, New York.

Sweet Joins Juillard

Melville S. Sweet has been named merchandising director of Juillard Inc., San Francisco wine and liquor distributor. Mr. Sweet formerly was president of Sweet & Phelps, Chicago agency.

TV Nets Slaves of Sponsors, Agencies, Rep. Lane Suggests

WASHINGTON, Aug. 11—A Massachusetts congressman told the House last week that "television networks do not recognize the great possibilities of the medium," and added: "Maybe they are the slaves of the sponsors and their advertising agencies."

Rep. Thomas Lane (D., Mass.) used as his take-off point a recent editorial from the *Sunday Sun*, Lawrence, Mass., which criticized tv programs and asked: "Who in the hell is Hooper?"

Rep. Lane asked: "When is television going to provide us with the wholesome and happy entertainment, and the human dramas that do not depend upon a gun or a handkerchief for a solution?"

■ Tv programs, Rep. Lane said, leave much to be desired. "The murder, mayhem, pathos, slapstick, and talking singers are keyed to the lowest common denominator in the viewing public. It is not so much that the programmers seem to consider all of us as children irrespective of age that irritates us as much as the fact that they cater to our inclination toward juvenile delinquency that we outgrew years and decades ago."

Rep. Lane's headline over his remarks as printed in the "Congressional Record" is: "The Trivia on Television: Either Vapid or Violent." #

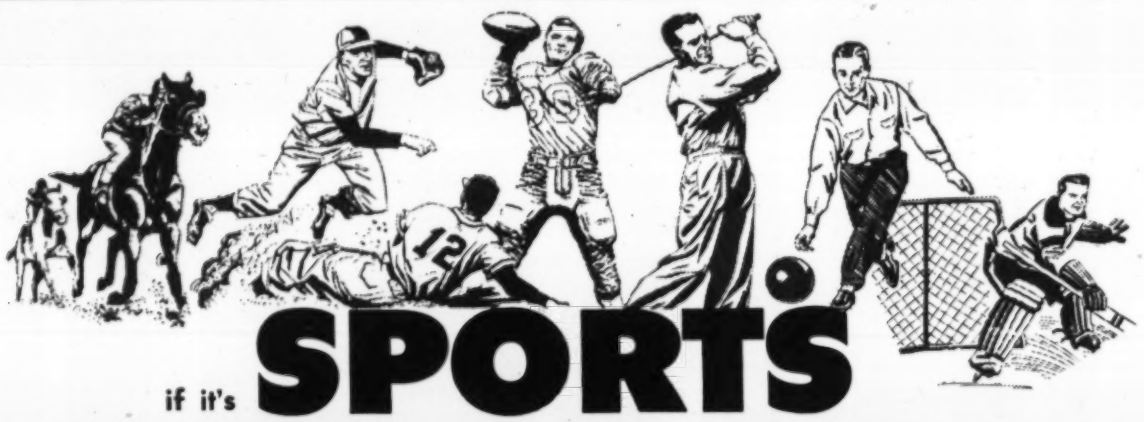
A. S. R. Products Buys Pro Golf TV Series

A. S. R. Products Corp., New York, has signed as alternate-week sponsor of "World Championship Golf," a new show scheduled for Sundays, 4:30-5:30 p.m., EDT, on NBC-TV, beginning Oct. 11. Bob Crosby will be host and commentator for the series, which will feature such pros as Art Wall, Cary Middlecoff, Sam Snead and Doug Ford. Cash prizes totaling $171,000, the largest ever in professional golf competition, will be awarded during the series. The A. S. R. Products buy was made through Kenyon & Eckhardt.

The golf matches will take over a part of the time formerly allocated to "Omnibus," which the network said it hopes to present in some of its special time periods next season.

Olds Boosts Seaton, Gifford

Morgan J. Seaton has been appointed general merchandising manager of the Oldsmobile division of General Motors Corp., Lansing, and Roland E. Gifford has been named sales promotion manager. Mr. Seaton, sales promotion manager for the division for the last eight years, has been with Olds 26 years. Mr. Gifford has been with Oldsmobile since 1942.



if it's **SPORTS**

Western New Yorkers will see it on **WBEN-TV**

or hear Chuck Healy tell about it on his top-rated
SPORT SHOWS 6:38 pm Monday thru Friday • 11:15 nightly

Western New Yorkers are sportsminded . . . and so is WBEN-TV, their favorite sports station!

We learned long ago . . . back in 1948 when we first pioneered television in our rich, 15-county coverage area . . . to give our viewers what they wanted. "Live" wrestling was our first remote sports feature.

Since then WBEN-TV has supplemented the superb CBS network Sports Features with equally fine telecasts of our own. "Live" bowling . . . our BEAT THE CHAMP show . . . beats all competition and enjoys one of the largest audiences ever attracted to local TV.

The International Regatta on the turbulent Niagara River attracts the biggest names in speedboat racing and everything from outboards to hydroplanes. Our remote crew's annual coverage puts this water spectacle into hundreds of thousands of homes. Also, we've covered Ryder Club Golf, the Western Open, and almost every other sports event of local importance.

For good measure — and the good of our sponsors — we are the only Buffalo station that has a Late Sports Show *7 nights a week!*

All selling is LOCAL, and this effort to localize sports with thorough, creative and imaginative coverage has made WBEN-TV audiences large and loyal. It also helps make your TV dollars count for more on Channel 4.

WBEN-TV CH. **4**
CBS IN BUFFALO

Represented nationally by Harrington, Righter and Parsons

IT'S **BACON'S** for **COMPLETE COVERAGE** of **MAGAZINES!**

● There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 58.

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER —the bible for building accurate lists. 336 p. p. — $18.00. Send for your copy today!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

just in case

you missed this magazine ad

and didn't happen to hear about the contest on FM

or see it on the outdoor advertising boards

or learn about it at your high fidelity dealer's showroom (via counter cards, window and wall banners, envelope stuffers, brochures, etc., etc.)

or see your hi-fi dealer's own ads (prepared from our ad mats), or hear it on his own radio shows (using our commercials), or get his mailings (supplied by us) . . .

we are happy to reprint our client's (Shure Brothers, Inc.) ad here and now (at our own expense) because we like it.

Don't be diffident, enter the contest (you were *made* for that car.)

And in case you're asked (by some canny businessman) "Who did that fructuous 'Rolls' contest for Shure?"—You say, "William Hart Adler, Inc. did it, that's who."

Shure dealers received a vest-pocket version of the Rolls-Royce (from the famous British "Matchbox" series of collectors' miniatures). We'll be happy to send you one.

Win your next Rolls-Royce...

The superb $13,995.00 automobile illustrated will be awarded to the reader of this message who listens to a Shure high fidelity Stereo Dynetic phonograph cartridge demonstration and best describes its singular sound re-creation qualities (in 25 words or less). No purchase is required.

If, however, you are the winner and have purchased a Shure cartridge (our thinly disguised motive for sponsoring this competition) you may accept your automobile at the Rolls-Royce factory. Travelling expenses for yourself and a friend to the British Isles and return will be defrayed by Shure Brothers, Inc., 222 Hartrey Avenue, Evanston, Ill.

Should you win (we don't expect an overabundance of entries, so your chances are rather good) you'll probably never have to buy another automobile as long as you live.

Details and contest blanks available only at high fidelity dealers' show rooms and salons. Contest ends August 31st, 1959.

SHURE

high fidelity Stereo Dynetic phonograph cartridges . . .
Unanimous choice of the critics.
Model M3D, $45.00 net; Model M7D, $24.00 net.

WILLIAM HART ADLER, INC.

919 NORTH MICHIGAN AVENUE • WHitehall 4-5210 • CHICAGO 11, ILLINOIS

ADVERTISING / PUBLIC RELATIONS

ZERO IN ON THE E.B.I. OF . . .

DAVENPORT METROPOLITAN AREA

272,600 people spend 68% of a per household E. B. I. of $6,384 ___ better than Boston, equal to Houston. Use the only newspapers with unduplicated, 100% circulation in Davenport and Scott County, Iowa, plus profitable thousands in Rock Island County. Ill. ___

Circulating Davenport and Bettendorf, Iowa; Rock Island, Moline, East Moline, Illinois

DAVENPORT MORNING EVENING SUNDAY NEWSPAPERS

Represented by Jann & Kelley Inc.

Copr. 1959 Sales Management Survey of Buying Power

Arbitrators Named for Lewin's Dispute With Former Agency

NEW YORK, Aug. 11—New York supreme court Justice Arthur G. Klein has appointed attorney Julius Wikler as the third arbitrator in the proceedings involving A. W. Lewin and Mogul, Lewin, Williams & Saylor. Mr. Lewin, formerly chairman of the board of the agency, alleges his employment there was "arbitrarily breached" (AA, June 29).

"In the interests of justice, this matter should be brought to a speedy resolution," Justice Klein said. An affidavit filed by Mr. Lewin asked "reasonable speed, otherwise I am faced with ruination."

The court's appointment of Mr. Wikler, a partner in Wikler, Gottlieb & Wikler, rounds out the three arbitrators who will mediate the dispute between Mr. Lewin and the agency. The other two are former supreme court Judge Louis Valente (named by Mr. Lewin) and attorney Maurice Mound (named by the agency). The two were unable to agree on a third arbitrator and the matter was the brought into court for a court-appointed third arbitrator.

■ In a final and supplementary affidavit Mr. Lewin stated:

"The arbitration proceedings should proceed with at least reasonable speed otherwise I am faced with ruination. Moreover, I have a large and substantial sum of money invested in the respondent corporation (over $80,000) and that is being withheld subject to still another and different arbitration proceeding pending before the American Arbitration Assn.

"I find myself in the unenviable position of being without employment with most of my cash resources tied up in the respondent's business. It is clear that respondent is 'sitting in the saddle' hoping by dilatory tactics not only to 'freeze' me out but to delay all proceedings until I am in a desperate situation where I will be obliged to accept anything that I may be offered.

"Now at the 11th hour, after I have suffered the ignominy of a wrongful discharge as an executive employe and have been ousted from the office of chairman of the board of respondent corporation, and have instituted other proceedings, the respondent on July 21 addressed a letter to me, received on July 22, in which respondent generously confers upon me the 'Constitutional right' that I can seek and accept employment elsewhere." #

Borghese, Forman to Trahey

Princess Marcella Borghese cosmetics a division of Revlon Inc., has appointed Jane Trahey Associates, New York, to handle its advertising. Irving Serwer Advertising, New York, is the previous agency. Jane Trahey also has been named to handle a two-year magazine campaign for B. Forman Co., Rochester, N. Y., specialty store.

Lambert & Feasley Names 3

Lambert & Feasley, New York, has named Austin Gedney an account executive on Richard Hudnut, Selden B. Carter assistant account executive on Listerine and has promoted Sally Cramer to creative director of cosmetics. Mr. Gedney formerly was with Ted Bates & Co. Mr. Carter previously was with Nestle Co.

Colgate Sales Set Record

Colgate-Palmolive Co. consolidated sales for the first six months of 1959 were a record $292,216,000, a 10% increase over the previous year. Consolidated earnings were $6,079,000 or 75¢ a share, compared with $3,935,000 or 51¢ a share in the 1958 period.

ORLON
REG. U. S. PAT. OFF.
and
DACRON
REG. U. S. PAT. OFF.
are
trademarks,
too!

As his cap and pipe identify Sherlock Holmes, our trademarks identify the unique qualities and characteristics of two of our modern-living fibers. "Orlon"* distinguishes our acrylic fiber; "Dacron"*, our polyester fiber. As we use and protect these trademarks, they become more meaningful and valuable both to consumers and to the trade.

For handy folders on proper use of the trademarks "Orlon" and "Dacron", write Product Information, Textile Fibers Department, E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Delaware.

TEXTILE FIBERS DEPARTMENT

DU PONT
REG. U. S. PAT. OFF.

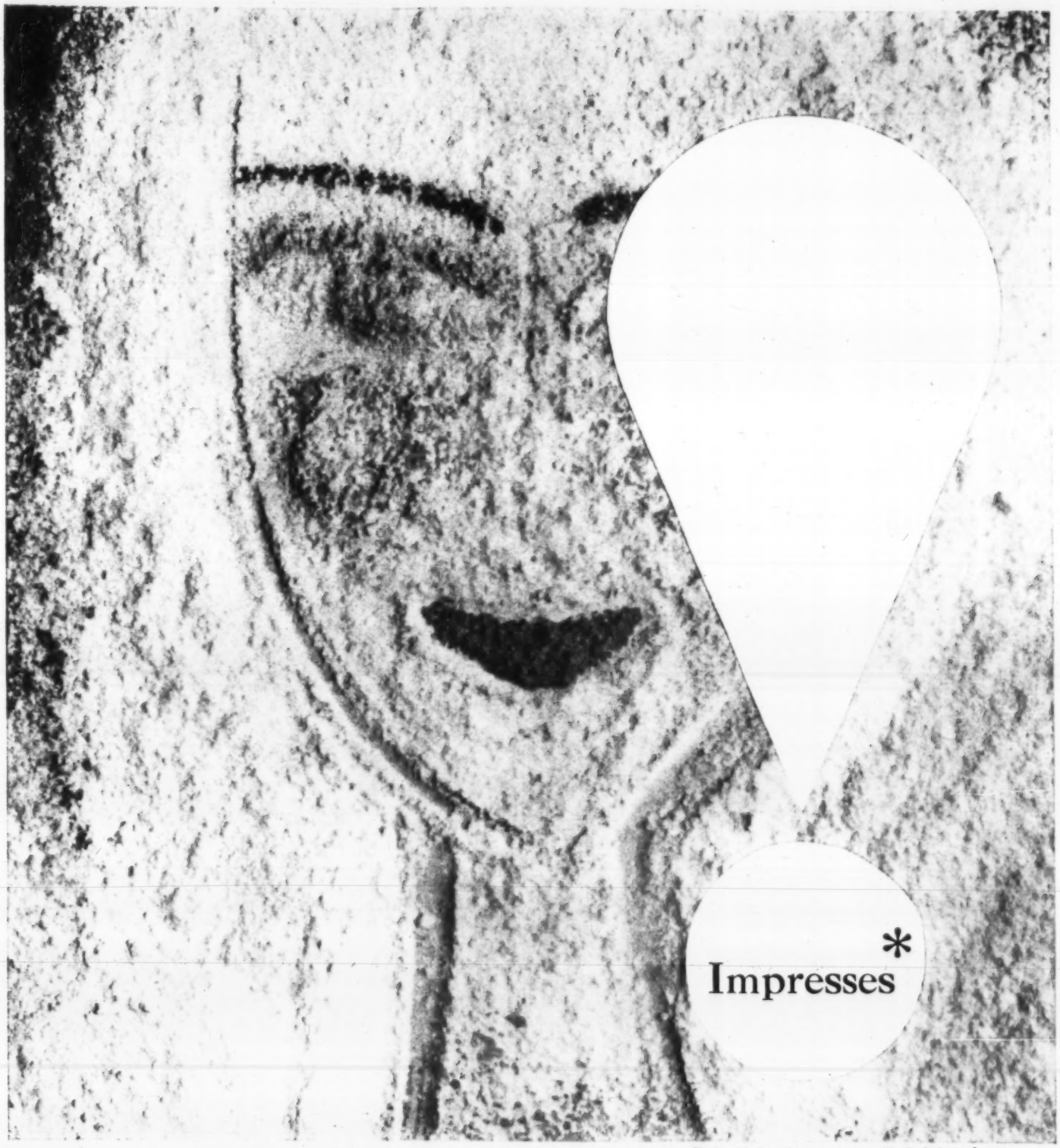
BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

When using these trademarks, always remember to: Distinguish "Orlon" and "Dacron"—Capitalize, use quotes or italics, or otherwise distinguish by color, lettering, art work, etc. Describe them—Use the phrase "Orlon" acrylic fiber (or "Dacron" polyester fiber) at least once in any text. Designate them—In a footnote or otherwise designate "Orlon" as Du Pont's registered trademark for its acrylic fiber and "Dacron" as Du Pont's registered trademark for its polyester fiber.

ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

Write today for your free copy of "Scope & Size of Ceramic Production in the United States." You'll get an eye-opener on the vastness of this industry . . . You'll see at once how your clients can begin cashing in on this tremendous potential . . . regardless of what they sell. Request your copy now!

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio

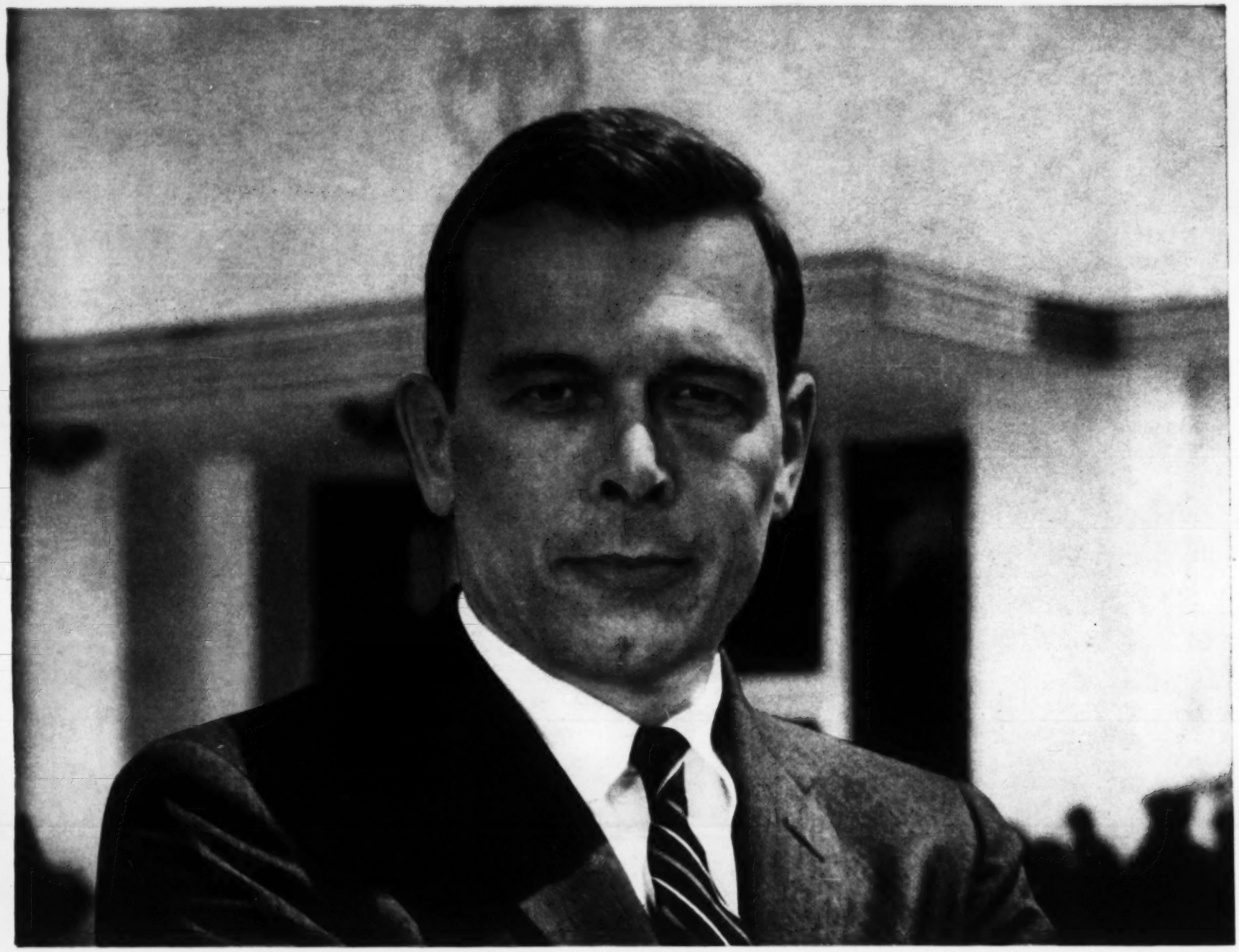


Charles of the Ritz advertisement prepared by The Rockmore Company

* "Our continued and consistent advertising in The New Yorker Magazine has helped to build the image we believe in . . . prestige, reliability and beauty."

President, Charles of the Ritz

THE NEW YORKER MAGAZINE



confidence

"Confidence in our company and its products—on the part of customers in numerous industries—has been a key factor in our growth. To maintain and build this confidence, we use business publications to deliver our sales messages to specific markets. Our present increased advertising expenditures reflect our confidence in both business advertising and the national economy."

David F. Putnam, President, Markem Machine Company

CONFIDENCE—*Consistent* advertising to your major markets builds recognition of and confidence in your products and services among key prospects. Such confidence can be measured in increased sales, with minimum expenditure. In today's leading growth industries, more than one million decision makers for industry subscribe to McGraw-Hill publications. You can influence these men by *concentrating* your advertising in the McGraw-Hill publications serving your markets.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

Nelson Carter

Carter Leaves FC&B to Join Barnes Chase as Senior VP in L. A.

LOS ANGELES, Aug. 11—Nelson Carter, vp of Foote, Cone & Belding, has resigned to join Barnes Chase Co. as senior vp in charge of the Los Angeles office.

Mr. Carter, who also will serve on the Barnes Chase board, has purchased "a substantial stock interest" in the agency, according to James B. Lane, president.

Mr. Carter was general manager of the FC&B's Los Angeles office until he recently was transferred to New York. He joined FC&B in 1939 as an account executive, and subsequently served as account supervisor and chairman of the plans board. He was named Los Angeles manager in 1958.

■ In a statement on his decision to remain in California, Mr. Carter said: "As a native Californian and a longtime participant in western advertising activities, I want to remain here to share in growth opportunities for western advertising people."

Hal Requa remains as a Barnes Chase vp in Los Angeles. The new association of Mr. Carter and Mr. Lane recalls a client-agency relationship of many year's standing. Mr. Lane was president of Breast-O'Chicken Tuna at the time FC&B handled the account. FC&B had the account between 1952 and July, 1957, when it moved to Guild, Bascom & Bonfigli; the account moved from GB&B to Robinson, Jensen, Fenwick & Haynes Nov. 30, 1958. #

R.O.P. Color Linage Gains in 1st Half: Hoe Report

Newspaper r.o.p. color in June was 13,317,288 lines, up 39.9% over June linage reported in 1958, according to the Hoe Report on color issued this week. Color linage for first six months of 1959 was 69,922,732 lines, a 21.3% gain over color linage for the first half last year.

Biggest user of r.o.p. color in June was Salem cigarets, with 446,979 lines, followed by Shell oil (365,644 lines), Kodak products (307,551 lines), Phillips Petroleum Co. (231,163 lines) and Ford Motor Co. (212,758 lines). The newspaper color report is based on a monthly check by Media Records of more than 400 newspapers in 130 cities.

Sunset Files Chapter XI Plan

Sunset Appliance Stores, New York, has filed a Chapter XI plan under the federal bankruptcy act offering creditors 100% payment over 92 months. The plan has been approved by a creditors' committee and is now before a federal judge.

Travelers Names Kramer

The Travelers Insurance Companies, Hartford, has appointed Herbert J. Kramer director of the public information and advertising department. Assistant manager since 1952, he succeeds Harry Barsantee, who has resigned.

Representative Becomes Rutherford, Hohmann

John R. Rutherford & Associates, Chicago, publishers' representative, will change its name to Rutherford, Hohmann & Associates, effective Sept. 1. Richard P. Hohmann has been named vp; Jane Frankel will continue as secretary-treasurer. John R. Rutherford is president. The company also has named Alfred E. Sedgwick manager of its New York office.

Time Sells KTVT, KDYL

Screen Gems, New York, subsidiary of Columbia Pictures, has purchased KTVT (Channel 4) and KDYL, Salt Lake City, from Time Inc., subject to Federal Communications Commission approval. Purchase price was stated at $3,100,000. Screen Gems has named Norman Loubau, formerly associated with KRON-TV, San Francisco, to manage the stations.

Lowenkron Named Ad Head

Herbert Lowenkron has been named to the new post of director of advertising and promotion of Ives-Cameron Co., Philadelphia, a division of American Home Products Corp. Mr. Lowenkron was previously sales manager.

Magi-Copy FOTOSTATIC Service
A new Duplicating Process
Lowest cost copies of *anything* — letters, layouts, tearsheets, presentations, statistics, reports, clippings, etc.
FREE OFFER (AA)
10 copies—8½ x 11" of Any One Master. Absolutely Free—no obligation. Send this ad with your Master. Offer good until August 29, 1959. (Limit one to a customer.) Receive also free price list.
ALFRED MOSSNER CO.—Chicago
108 W. Lake St. FRanklin 2-9600

overwhelming admission

"Judging from the crowds attending our shows, it is very obvious that the 'Sound of Quality' on WRC is doing an excellent selling job for our pictures at all of Loew's theatres in Washington." (signed) Orville Crouch, Eastern Division Mgr., Loew's Theatres. Further evidence that nothing has the power to *move* audiences in Washington, D. C., like the "*Sound of Quality.*"

WRC
NBC Owned
980 in Washington, D. C.
Sold by NBC Spot Sales

FTC Price-Fixing Charge Denied by Atlantic Refining

PHILADELPHIA, Aug. 12—Atlantic Refining Co. has denied charges by the Federal Trade Commission that its actions during gasoline "price wars" amounted to illegal price fixing, conspiracy and restraint of trade.

In answering an FTC complaint issued April 13, Atlantic says its policy during the price-cutting "wars" among competitive dealers is to offer to enter into consignment agreements with its dealers. Under this system, the retailer is not an independent operator, but acts as agent for the supplier (Atlantic) and earns a commission on the gas he sells.

■ Atlantic said the consignment method "has the lawful objective and purpose of keeping service station dealers in business, preventing business failures and, at the same time, allowing respondent itself to remain a competitive factor . . ." The dealers remain independent in all phases of their business except gasoline sales, the company added.

It further denied the FTC charge that most, if not all, independent lessee-dealers were unwilling parties to the consignment contracts.

The FTC complaint arose out of Atlantic's actions during price wars in the Delmarva Peninsula area—comprising portions of Delaware, Maryland and Virginia—since May, 1957. #

Lester Clarke Opens Offices

A new marketing research company, Lester S. Clarke Associates, has opened offices at 3819 Summer Ave., Memphis. Services offered by the new company will include marketing and media analysis, psychological and motivational studies, product tests, package design, new product research, consumer surveys and copy research.

Midland Cooperatives to Foulke

Midland Cooperatives Inc., with member cooperatives in Minnesota, Wisconsin, northern Iowa, and North and South Dakota, has appointed Foulke Agency, Minneapolis, to handle its advertising.

Cahners Appoints Two

Cahners Publishing Co., Boston, has appointed two new sales representatives. Wilbert G. Bauer, formerly with the *Chicago Tribune* and the *New York Times*, joins the Chicago staff of *Modern Materials Handling*. Donald E. Murray, formerly advertising sales manager the *CAC Journal*, regional space salesman for *Automotive Service Digest* and district manager of Sutton Publishing Co., joins the Cleveland office of *Metalworking*.

Dell Enters Toy Field

Dell Distributing Inc., New York, has entered the toy field with a line of molded vinyl squeeze toys based on their most popular comic book characters. There are 16 toys in the first group, retailing at 59¢ to $1. Bryce L. Holland, Dell vp, is director of the new operation. The first toys are Walt Disney characters. Point of sale merchandising is planned, as well as advertising in Dell comics.

St. Louis Adclub Elects

Edward G. Doody, Edward G. Doody & Co., has been installed as president of the Advertising Club of St. Louis. Other new officers are Peter J. Nikolaisen, Al Maescher Advertising, 1st vp; Frank C. Hepler, Gardner Advertising Co., 2nd vp; Robert Hyland Jr., KMOB, 3rd vp; Roy L. Moskop, Southwestern Bell Telephone Co., secretary, and Gerard T. Connors, Gereke-Allen Carton Co., treasurer.

John Byrne Leaves Hockaday

John H. Byrne, senior vp of Hockaday Associates, New York, has left the agency to work on a novel in his Stamford, Conn. home. He will continue in a consultant capacity with the agency.

To Blanket the Rural South—Use

GRIER'S ALMANAC

2,200,000 CIRCULATION AUDITED AND VERIFIED BY VAC

- Reaches Over a Million RFD Boxholders.
- Covers the South from Virginia to Texas.
- First in Prestige. Has been published for 154 years.
- Readership is intense and loyal.
- Every advertisement next to editorial matter.
- Stays in the home the year 'round.

Write, wire or phone for rates, closing date and detailed information.

GRIER'S ALMANAC
P. O. Box 1435
Atlanta, Georgia

BofA Issues Appliance Kit

The Bureau of Advertising, American Newspaper Publishers Assn., has issued a promotion kit to be used by newspapers for an appliance industry promotion, "Make your home happier with a new appliance," scheduled for a week long period starting Nov. 9. The kit, including complete advertising and sales materials as well as point of sale tie-in pieces, is available to all daily newspapers in the U.S. and Canada. About 700 dailies in more than 600 key appliance markets are expected to participate.

Revlon Picks 2 New Agencies

Shaller-Rubin Co. and Kastor, Hilton, Chesley, Clifford & Atherton, both New York, have been selected as agencies for Revlon Inc. products. Shaller-Rubin was named to handle advertising for Delimine, an antacid compound, and Femicin, a menstrual pain reliever. Kastor, Hilton was appointed for Spectran-B, a cold tablet. All three products are made by Revlon's Thayer Laboratories division. The agency appointments were made "some time ago" but had never been announced.

John Kraft Leaves Harris

John Kraft has left Louis Harris & Associates, New York, to organize his own market and public opinion research company, John F. Kraft Inc., with offices at 527 Madison Ave. Mr. Kraft and Louis Harris both left Elmo Roper & Associates in 1956 to form the Harris company.

David Meisle Joins Bliss

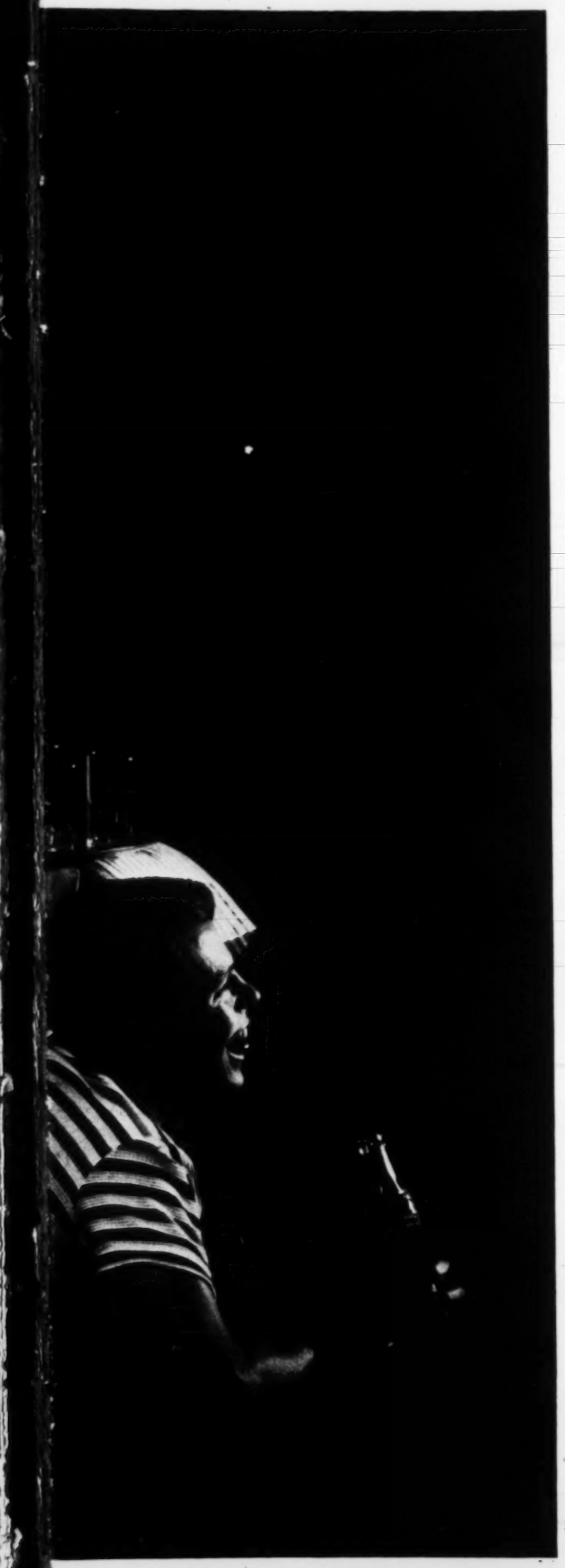
David S. Meisle, formerly with Geyer, Morey, Madden & Ballard, has joined the copy department of the Ben B. Bliss Co., New York.

Hinds Half-Price Sale Set

A half-price sale for Hinds Honey & Almond cream will be promoted for the third year this fall by Lehn & Fink division of Lehn & Fink Products Corp., New York. Starting Sept. 14, consumers may buy a regular 54¢ bottle of Hinds and receive a second bottle for half that price, a $1.08 value for 81c. A b&w one-column ad in the Nov. 2 *Life* will promote the sale. McCann-Erickson, New York, is the agency.

Cafarella to General Mills

Vern Cafarella, formerly director of research in the Minneapolis office of Batten, Barton, Durstine & Osborn, has joined General Mills, Minneapolis, as marketing research manager for Betty Crocker mixes. D. Stewart McDonald, who has served as marketing research manager for both Betty Crocker mixes and baking mixes, will retain the latter position and serve as marketing research manager for refrigerated foods.



The Land of Promise

To your left you see five reasons why Central Ohio is called the land of promise. There are 168,000 others aged thirteen to nineteen. You can't help but admire the way they put first things first.

Our hostess here is as familiar with serving meals to hospital patients as she is with passing out soft drinks. She's a nurse's aide. The relaxed chap on the rug is the proprietor of a busy enterprise employing two boys and three power mowers.

But responsibilities haven't taken the wonderful fun out of growing up in Central Ohio where WBNS-TV was born and raised. There's a healthy amount of Huck Finn in our Olentangy River and Hoover Reservoir kids, and nearly every evening the gang gets together for treats and television.

WBNS-TV is happy to provide the entertainment. Catering to their programming tastes is very simple. Teenagers like what adults like—a balance of homegrown showmanship and CBS network. Their letters tell us we're "with it" all the way.

They're with *us*, too. For instance, more than 65,223 Central Ohio youngsters have enrolled in the "Learn to Swim" program sponsored by WBNS-TV in cooperation with the Red Cross. The course, which runs from Pollywog to Senior Life Saver, is now in its tenth season.

Response such as this is typical of the enthusiasm and *joie de vivre* of our youngsters. It's another reason why advertising agency time buyers tell sales-minded clients: *"If you want to be seen in Central Ohio — WBNS-TV."*

WBNS-TV

CBS Television in Columbus, Ohio

The nation's No. 1 TV test market station.
Represented by Blair TV. 316 kw.

The PGW Colonel says:

"When in doubt about costs and coverage in any of 168 markets, turn to the latest edition of our SPOT RADIO POCKET GUIDE. Every advertiser should own a copy."

Use the handy coupon. No charge.

PETERS,
GRIFFIN,
WOODWARD, INC.

250 Park Avenue,
New York 17, N. Y.

Pioneer Station Representatives Since 1932.

Please send me a copy of your SPOT RADIO POCKET GUIDE, 2nd edition.

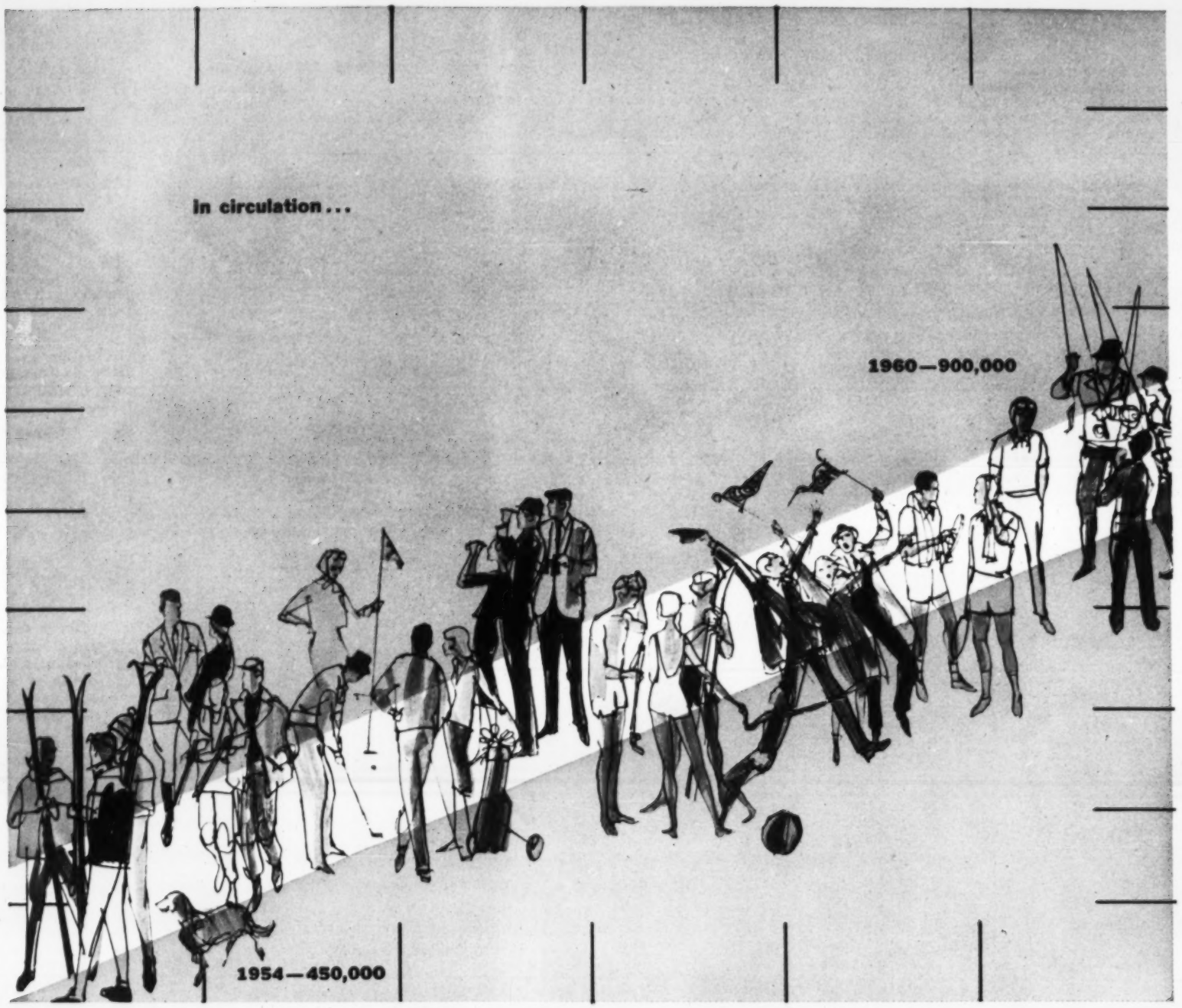
NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____



"THE ONE TO GROW ON"

NEW CIRCULATION BASE—900,000

Today there are *twice* as many families in America who buy copies of SPORTS ILLUSTRATED as there were just five years ago when the magazine first appeared.

In 1954 its circulation was 450,000.

Beginning January, 1960, all issues will sell more than 900,000 copies—a circulation increase of 100% in just five years.

What kind of families have made this growth possible—have made the SPORTS ILLUSTRATED market the fastest growing quality market in America today?

Just as SPORTS ILLUSTRATED's circulation has doubled in five years, so has the number of U. S. families with incomes of more than $10,000 a year.

This is *not* a coincidence.

For today in America we have an entirely new kind of high-income, college-educated, sports-oriented family. The market they create differs greatly from quality markets of former years by its interests, its breadth, its diversity and its dynamic growth.

These families choose the positive, active way of life; and *sport* is at the heart of it.

To them, sport is more than an occasional pastime. It is an essential of family well-being—a way to recharge the spirit for the demands of success in running a business or a home.

They are America's fastest growing quality market—and they take to SPORTS ILLUSTRATED like a duck to orange sauce.

ADVERTISING REVENUE UP 300%

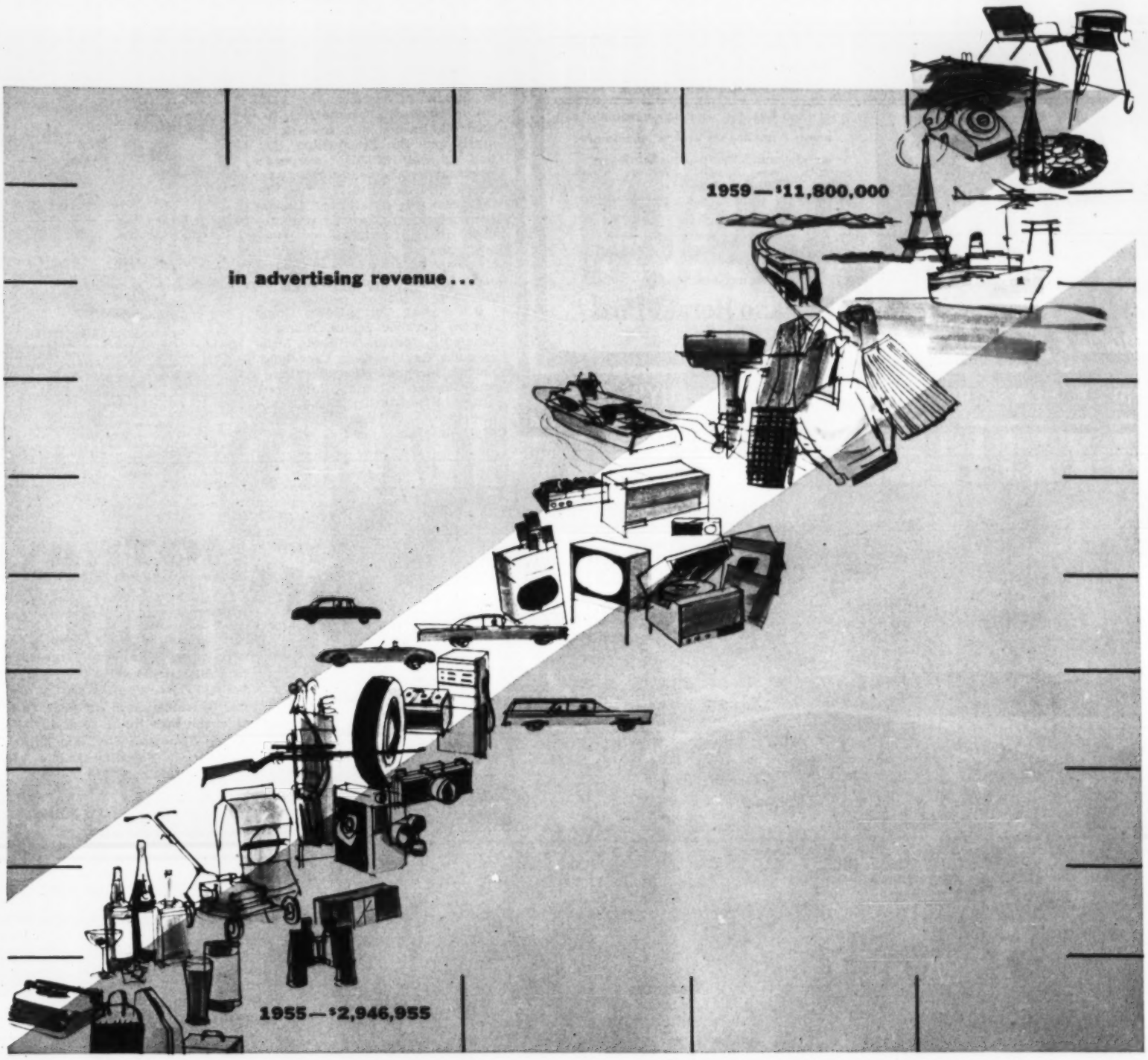
SPORTS ILLUSTRATED's continuing growth is reflected strongly in its advertising record—a smashing increase of 300% in advertising revenue in just four years.

1955—Advertising Revenue—$2,946,955

1959—ESTIMATED—$11,800,000*

SPORTS ILLUSTRATED in the first half of this year carried more than a thousand pages of national and regional advertising. With four months still to go, it already has more space run and on order for 1959 than it carried in the entire year 1958.

*First half total plus projection from current second half bookings which are 30% ahead of 1958.



KEEPS ON GROWING!

FOR ADVERTISERS—A LOOK AHEAD

Although SPORTS ILLUSTRATED will deliver 900,000 circulation with every issue starting January, 1960, advertising rates based on this increase will not go into effect until the issue of March 7, 1960.

These new rates will maintain the current low rate per page per thousand circulation.

For further information about SPORTS ILLUSTRATED, the growth magazine of America's fastest growing quality market, write or call any office below.

SPORTS ILLUSTRATED

NEW YORK
Alex T. Colt, Mgr.
Time & Life Bldg.
New York 20, N.Y.

PHILADELPHIA
Harry R. Blynn, Mgr.
Girard Trust Bldg.
Philadelphia 2, Pa.

BOSTON
Richard D. Haskell, Mgr.
Statler Bldg.
Boston 16, Mass.

DETROIT
John B. Ross, Mgr.
Fisher Bldg.
Detroit 2, Mich.

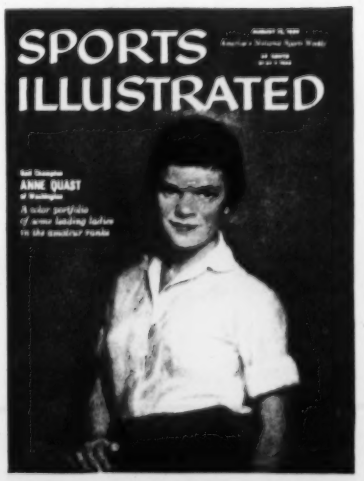
CLEVELAND
William B. Clark, Jr., Mgr.
Hanna Bldg.
Cleveland 15, O.

SAN FRANCISCO
Cecil H. London, Mgr.
Shell Bldg.
San Francisco 4, Cal.

CHICAGO
John R. Leonard, Mgr.
221 N. LaSalle St.
Chicago 1, Ill.

LOS ANGELES
Spencer Earnshaw, Mgr.
900 Wilshire Blvd.
Los Angeles 17, Cal.

SOUTHEAST
Harold L. Dawson
1206 Chamber of Commerce Bldg.
Miami 32, Fla.



BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY OF The Fabulous Southwest

WHOLESALE FIRMS

El Paso has 360 wholesale establishments supplying an endless variety of merchandise in the Fabulous Southwest.

Further proof that El Paso is still on the Grow.

The El Paso Times
Morning and Sunday

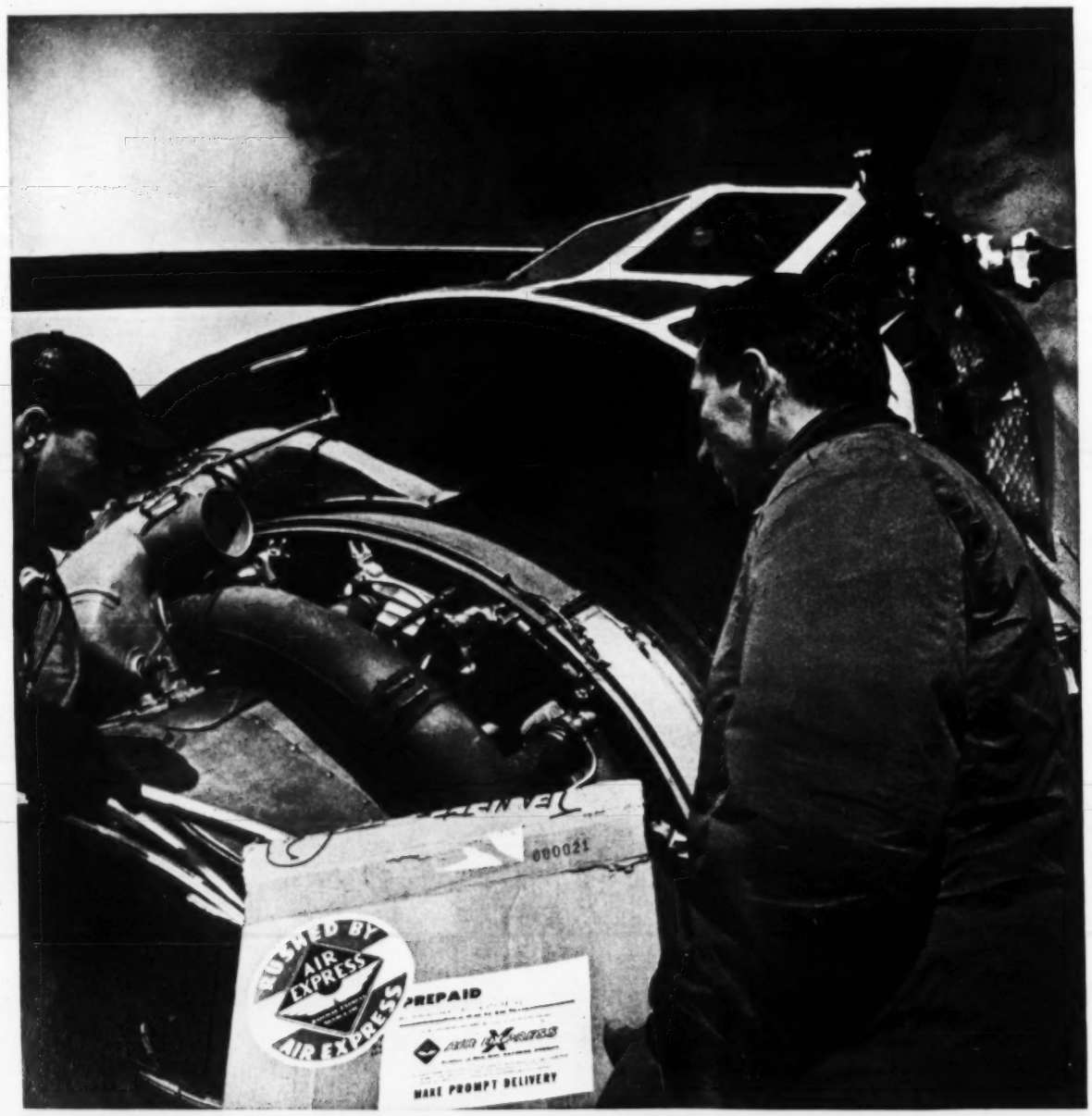
El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Archer-Daniels-Midland Names Herbert Willis

Archer-Daniels-Midland Co., Minneapolis, has named Herbert Willis & Associates, Minneapolis, to handle advertising for ADM resins, chemicals, plasticizers, linseed oil, linseed and soybean oil meals and the Freightliner System, as well as ADM corporate advertising and advertising for Crosby Cruisers. Willis has had the company's Archer Booster Feed advertising for the past five years and will continue to service that account. Colle & McVoy, Minneapolis, formerly handled many of the products recently acquired by Willis.

Advertising for ADM's Commander Larabee baking flours is handled by Martin-Williams, Minneapolis; Bayless-Kerr, Cleveland, has the company's foundry products advertising, and Valentine-Radford, Kansas City, handles advertising for ADM's dehydrated alfalfa division.



Quick fix for 'copter... speeded by Air Express

Yesterday a crippled whirly-bird! Today a fast replacement with a Resistoflex hose lets it soar again. AIR EXPRESS—at a quick call--delivers the hose direct from distant factory stock to the heliport without delay. Cost of this amazing shipping service that assumes all responsibility? Only $5.06, for example, for 10 lbs., New York to Minneapolis (1020 air-miles). For emergencies or routine shipments—whatever your business—it pays to... think FAST... think AIR EXPRESS first!

AIR EXPRESS

CALL AIR EXPRESS, DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

HOT—*Salton Mfg. Co., New York, will launch its first large-scale consumer drive in the September Ladies' Home Journal for its new line of Hotrays and Hotables. Other magazines to be used include House Beautiful, The New Yorker and Sunset Magazine. Dobbs Advertising Co. is the agency.*

Nalley's Names Tom Millan Marketing Manager

Nalley's, Tacoma, Wash., specialty food packer, has appointed Tom Millan to the new post of marketing manager. Mr. Millan was formerly manager of sales development and training.

Tom Millan

Other appointments include Cecil Walrath to the new post of head of public relations, and Orville A. Ose, former secretary-treasurer, was named vp.

Eddy Named to Marketing Post

Edward F. Eddy, formerly manager of marketing services of the Amstam Supply division of American Radiator & Standard Sanitary Corp., New York, has been appointed manager of marketing planning services for the corporation.

Leadership Training to Willis

Leadership Training, Minneapolis, has appointed Herbert Willis & Associates to handle its advertising. The company presents Dale Carnegie Courses in Minnesota, North Dakota, northern Wisconsin and upper Michigan.

ART DIRECTION IS GOOD!

Subscribers who first learned about ART DIRECTION from these ads in Advertising Age tell us it's true. ART DIRECTION is the magazine of creative advertising . . . a real art/copy source . . . terrific for ADs, AMs, art pros, AEs, SPMs, PR, copywriters. Subscribe for only $4 for 12 issues, $7 for 24. New rates 9/1/59.

Subscribe **ART DIRECTION**

AA9, 19 W. 44th Street, New York 36, N.Y.

again in 1959—the biggest 1st 9 months in LOOK history

NO OTHER MAGAZINE IN AMERICA CAN MATCH LOOK'S RECORD OF CONTINUOUS GROWTH

In circulation. In advertising revenue. In *both* of these yardsticks for measuring magazine vitality, LOOK—*and LOOK alone among all U. S. magazines*—has posted a first-nine-months gain year after year, *every* year, since 1944 (see table at right).

This year is no exception. In the first nine months of 1959, LOOK advertising revenue will be up $1,760,000 over the same period of 1958. Fourth-quarter orders indicate an increase of $5,000,000 for the full year, with 1959 page volume climbing five per cent.*

Meanwhile, LOOK circulation continues to surge into new high ground, besting 1958's record figure by 74,000 and providing bonuses of from 400,000 to 500,000 copies for LOOK advertisers in fourth quarter, 1959, issues.

What is responsible for this unparalleled, unbroken string of gains? *People.* The men and women and teenagers who live in the 16,850,000 households reached by an average issue of LOOK (more households per advertising dollar than any other major weekly-field magazine). People like LOOK. They respond to the warmth, understanding and wonder of its exciting story of people. *They* are the builders of LOOK circulation... the customers for LOOK advertisers ... the reasons for LOOK's unmatched growth.

LOOK THE EXCITING STORY OF PEOPLE

	1st 9 Months	
	CIRCULATION	ADV. REVENUE
1959	5,725,000**	$31,717,000**
1958	5,651,247	29,956,875
1957	5,128,955	28,833,857
1956	4,183,082	23,193,542
1955	4,062,994	19,675,808
1954	3,876,681	17,434,814
1953	3,501,028	15,453,460
1952	3,284,065	14,472,396
1951	3,238,450	14,352,631
1950	3,178,343	12,261,752
1949	3,060,257	10,680,941
1948	2,905,897	8,183,477
1947	2,597,213	5,978,817
1946	2,314,927	4,310,737
1945	1,933,178	4,307,118
1944	1,897,184	4,093,552

**Publisher's estimate

**A factor in LOOK's 1959 growth story is MAGAZONE. This revolutionary new LOOK program of sectional advertising has created a demand beyond the most optimistic forecasts. With the first MAGAZONE issue not yet to press, 36 advertisers—30 of them* first-time *LOOK advertisers —have bought 164 zone insertions.*

Private Labels Pose Serious Problem for National Brands, 'Food Engineering' Finds

(Continued from Page 2)

that the modern, self-service supermarket they had done so much to create—through pre-sold merchandise, and impulse-sale packaging—would in time become a Frankenstein creation imperiling their freedom of distribution. Ironically, the bounty-laden shopper came to look upon the chain store, as well as the brand advertiser, as the source of her blessings.

■ "Quick to recognize the divided loyalty, the chains capitalized on it—by pushing house brands, opening new stores in strategic shopping areas, gobbling up competition, and upgrading their own marketing programs. Now with the great bulk of food distribution centered largely in the supermarket chains, the brand marketer's choice of alternatives is curbed."

To emphasize the extent of this concentration, the report quotes Arno H. Johnson, vp, J. Walter Thompson Co.: "In 1957, 29,000 supermarkets with total sales of $31.1 billion had a greater total volume of business than all the 394,000 grocery stores in existence in 1951, only six years earlier. Representing only 10% of the stores today, the supermarkets have 67% of the volume of sales."

■ Acceleration of the merger tempo in recent years, the report also notes, has been stressed by the Federal Trade Commission, which pointed out recently that "nearly three-fourths of the acquisitions of retail stores by chains have taken place in the last four years. From 1949 through 1958, chains made 315 acquisitions involving 2,238 stores. Of these, 250 acquisitions involving 1,679 stores occurred in the last four years."

The economic power produced by these mergers is felt on many fronts, *Food Engineering* says.

"Of special significance to manufacturers is how this power play (1) underwrites private label growth, and (2) fosters uneconomic buying methods.

"Two main reasons are given by today's private label promoters:

"1. Higher profits to bolster shrinking retail margins on known brands.

"2. A means of individual competition not possible with broadly distributed brands.

"While essentially valid," the report says, "these reasons disclose but one aspect of the economic conditions behind the private label movement.

■ "Holding the balance of power," the report says, "chain buyers demand the right to purchase any products they choose from most manufacturers. They carefully select the items, have them packed to their grade-quality specifications, and demand a stripped-down price irrespective of manufacturing, packaging, and previous marketing costs.

"Most products selected for house brands," the report says, "are those with rapid turnover and good profit margins—the very bread-and-butter items the manufacturer depends on for his production and sales volume. And while private label business lacks economic security, and has an extremely low-profit margin, the volume is such that few manufacturers pass it up."

■ On the use of cooperative advertising funds by big buyers, the report notes that "the difference between national and retail newspaper rates leaves a monetary surplus that may be used to operate a buyer's advertising department—or to finance private label promotion."

While the report gives no names, it quotes several executives in the industry:

"Ther's no such thing as brand loyalty," a marketing vp is quoted as saying.

"It's an exploded theory. However, a brand advertiser can develop and maintain brand recognition."

But mere recognition is far from being an impulse to buy, the report says, adding that "retail giants can deny a national brand equitable display space, or give house labels favorable shelf position. They can mark up a manufacturer's brand to an exorbitant level which, when compared to the low price of their own private label, hampers the sales of the known brand."

■ One canned food marketing vp is quoted as saying, "As long as our product has equal facings, and the spread between the private label and ours is 2¢, we can compete. At 3¢ it becomes tough. Above this, we're dead."

Another factor in the situation, the report says, is that the chains' expansion into processing is on the increase.

"So far, the chains have carefully limited the items they process to those made of raw materials that permit easy control of finished product quality and grade. Dairy, bakery products, coffee, and a long list of formulated foods are among the leaders here.

"No matter what the product, marketing methods of a number of chains seem slanted to eventual replacement of a large share of known brands with private label items. And the only recourse the manufacturer has is to redouble his marketing efforts.

■ "The most alarming results of this brand of warfare, and its complexity of economic pressures," the report concludes, "are the effects on the large segment of the food industry now forced to devote the bulk of its output to private labels.

"Obviously, the private label buyers want to keep these manufacturers in business as their sources of supply. 'But just barely in business,' say more than one canner and freezer, 'so we are in a financial position where we must sell these big buyers at nearly any price to maintain manufacturing production on a solvent basis'." #

SELLING IN NORTH CAROLINA CALLS FOR THE

WINSTON-SALEM JOURNAL AND SENTINEL
(MORNING) (SUNDAY) (EVENING)

HOW TO TEST A FOOD PRODUCT AND GET THE ANSWERS

1—Test your plans in the pages of the Winston-Salem Journal and Sentinel. You'll be reaching a compact 11-county market with $113,792,000 in retail food sales.

2—Keep tabs on your progress through the Journal and Sentinel research department's continuous monthly inventory reporting the sales and distribution of more than 450 food brands and sizes in the Winston-Salem Metropolitan Area. Available free to advertisers and agencies. Write today for your copy.

IN FACT, you can't cover North Carolina without the Journal and Sentinel

CIRCULATION NOW 105,147 (Sunday 75,963) Statement ending March 31, 1959

REP. KELLY-SMITH COMPANY

A comment we hear frequently:

"I buy from P&A because I get what I want, when I want it."

PARTRIDGE & ANDERSON COMPANY
712 Federal Street, Chicago 5—Phone HArrison 7-3732

ELECTROTYPES, NICKELTYPES, PACOTYPES, MATS, R.O.P. COLOR GLASS MATS, THERMOSETTING MAT PATTERNS, AND PLASTIC PRINTING PLATES

Where do you get BETTER SERVICE than at P&A?

In the New York market

appliance independents still lead in sales

In the sale of eleven major appliances, neighborhood dealers are ahead of all other outlets by wide margins.

Source: *Profile of the Millions—2nd Edition, a massive study of the New York City and suburban markets. Ownership, place and time of purchase of eleven appliances and automatic home heating are reported. Call any News office for a presentation.*

The independent appliance dealer is still the fair haired boy in the New York market. His accessibility, responsibility, convenient service and credit make him the major merchandiser for the area.

However, discount houses, department stores, appliance chains, and house-to-house salesmen also account for a sizeable volume of appliance sales.

With so many, and such diverse outlets, The News is the indispensable medium in New York. No other is big enough, strong enough, to get brand recognition at the local dealer's, to lure tens of thousands of women to midtown stores or outlying shopping centers, or to get enough reception for your salesmen.

The News has not only quantity but quality—more high incomes, families with children, home owners, suburbanites, can offer so many quality prospects. And because The News is read every day, it affords you the greatest assurance that your advertising will be seen, read, and given the opportunity to sell.

Any News office can give you the whole story.

THE NEWS, *New York's Picture Newspaper*

More than twice the circulation, daily and Sunday, of any other newspaper in America.

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—155 Montgomery St., San Francisco 4
3460 Wilshire Boulevard, Los Angeles 5—Penobscot Building, Detroit 26—27 Cockspur St., London S.W. 1, England

K&E Appoints Three

Kenyon & Eckhardt has appointed Frank Clayton, media director of the Chicago office, Clifford Wilson media director of the Detroit office and Gerald J. Gateman a copywriter in Detroit on the Ford Motor Co. institutional account. Mr. Clayton formerly was with Gardner Advertising Co. Mr. Wilson, previously media director of Cockfield, Brown & Co., succeeds Brendan J. Baldwin, who recently was named a vp and associate media director of K&E, New York. Mr. Gateman formerly was with Campbell-Ewald Co.

Black, Little Adds Two

Black, Little & Co., Newark, has been appointed to handle advertising for General Textile Co., Newark, maker of ironing board covers and other household items, and for General Packaging Service, Paramus, N. J., packager for the pharmaceutical industry.

Show Ranking, Sponsor Identification Don't Always Jibe, Trendex Shows

NEW YORK, Aug. 11—It's becoming more fashionable these days for advertising and agencies to talk about qualitative measurements as a counter balance to the advertising ratings.

The qualitative-minded advertiser asks such questions as:

"So there are a lot of people watching the show, but do they know that I'm paying for it?"

"Are those homes in the audience filled mainly with men or women? What are their ages, incomes and general buying habits?"

"Everybody in the family has a say in the purchase of my product. I'm especially interested in the man of the house. Who turned on the show? Is the man sitting there as a captive audience because his wife or the kids like the show?"

One of the places they turn for a partial answer to some of these puzzlers is the bi-monthly Trendex Advertisers' Report, which deals with sponsor identification, audience composition (by men, women and children) and program selectivity (again by men, women, children and unanimous decision).

■ A look at the table summarizing all these elements by program category for the Trendex June-July report indicates why selecting a multi-million dollar television vehicle can be like professional Russian roulette for the agency or adman whose job is riding on his choice.

He may pick a show that turns out to be a big hit as measured in the ratings only to find later that most of the show's following doesn't even know the sponsor's name. This happens more often than not with the rating leaders. Eight out of ten of the top ten-rated shows didn't do well enough in the sponsor identification ranking to make the top 20 (see table in the adjoining column).

■ Exceptions were Red Skelton, who placed second on sponsor awareness, and "Summer on Ice," the U.S. Brewers Foundation's spectacular, in 11th place in identification ranking.

In some cases, of course, such as the multiple sponsored "Playhouse 90" and "77 Sunset Strip," it would take an honest quiz whiz to remember all the companies and products involved in the frequent commercials.

But the reasons for the sponsor's lack of imprint on the public mind are less apparent in other instances. Why, for example, haven't Alfred Hitchcock's biting barbs for Bristol-Myers sunk into the consciousness of more than a quarter of the audience by now?

■ General Foods and Ann Sothern have been going steady for quite a while, but only 34.4% knew the name of her tv bankroller. Even with integrated commercials, Danny Thomas, another GF star, was able to get the name of his sponsor across to only 56.8% of his audience. These figures for a single-sponsor vehicle were particularly striking since a viewer's answer would have been counted as correct if he named any GF product as Miss Sothern's or Mr. Thomas' sponsor, regardless of whether those products are featured on the shows.

Judging from past records, an advertiser has the best chance to score in the sponsor identification column if he buys a variety, comedy or music show.

The average sponsor identification for this category is 69.9—higher than any other single group. The average for all nighttime shows is 43.5. Next best categories in sponsor identification are half-hour dramas, with 54.4 and quiz-and-panels with 53.2. Lowest figures were scored by mystery-crime-and-police drama, with 26.7, and westerns with 31.4.

■ However, most sophisticated buyers don't pay much attention to the averages of this sort. They are more likely to weigh the results on individual shows. And there, before making specific comparisons, they try to weed out such significant factors as: Length of run of the show with the present sponsor; number of sponsors; whether the name of the sponsor is in the title; whether the star helps with the commercials; the number of products featured on the show, and whether the advertiser's name is "on camera" during most of the program as a part of the setting, etc.

The careful analyst also must move with caution when trying to evaluate even something as basic as a top 20 list. Trendex doesn't analyze this data; the researcher merely sends the material out in detailed form—without any comment as to its meaning or significance.

■ Rating the leaders is difficult because the researcher suggests the use of a correct total sponsor identification figure for sizing up alternately sponsored shows even if several advertisers are involved. But it employs a net correct figure for what it calls participating programs. For example, Garry Moore's total correct sponsor identification figure is arrived at by adding all the mentions for Revlon, Pittsburgh Glass and Kellogg. This gives him a total of 79.8, but his co-sponsors for the survey week didn't do nearly that well in reality. Revlon had a score of 43.5 and Pittsburgh Glass of 27.9; while minor sponsor for the week, Kellogg, had 8.4.

Classified as a participating program by Trendex is a program "having more than one sponsor for the same date." "Maverick" was given a "net correct" score of 42.1. This was done by adding the misidentifications and don't knows and subtracting them from 100, to weed out homes that mentioned more than one product. But 42.3% of this audience named Kaiser as the sponsor and 21.6% knew Drackett.

Revelations made in the program selectivity data are of an obvious nature. Women go for drama and quizzes and will turn them on if they control the sets. Men are most likely to dial in sports and westerns. The largest number of unanimous agreements on what the whole family would like to see comes in the quiz-and-panel and variety-comedy-and-music categories. #

Network TV Category Comparisons

June-July, 1959

Source: Trendex

	Avg. Rtg.	Audience Composition M	W	C	T	Spons. Ident.	Program Selectivity M	W	C	S.O.	Unan.
1 News Shows and Special Features	*	*	*	*	*	*	*	*	*	*	*
2 Drama, half-hour	13.5	0.76	1.07	0.65	2.48	54.4	19.3	41.1	8.9	17.2	13.5
3 Drama, hour or more	17.1	0.75	1.02	0.56	2.33	49.6	17.7	42.6	8.9	11.7	19.1
4 Special programs	*	*	*	*	*	*	*	*	*	*	*
5 Variety, Comedy, Music Shows	7.8	0.79	1.02	0.63	2.44	69.6	16.3	37.4	11.1	13.6	21.6
6 Situation Comedies	12.3	0.61	0.96	0.97	2.56	41.7	11.5	32.4	29.5	10.1	16.5
7 Adventure Series	8.1	0.67	0.76	0.94	2.37	*	25.7	16.7	30.8	17.0	9.8
8 Mystery, Crime, Police Drama	12.2	0.84	1.02	0.55	2.41	26.7	30.2	29.3	8.4	14.5	17.6
9 Sports Spectacles	7.1	1.22	0.65	0.31	2.18	50.2	73.3	6.7	3.3	7.6	9.1
10 Western Drama	13.5	0.84	0.89	0.75	2.48	31.4	34.5	20.3	16.1	11.4	17.7
11 Quiz and Panel	15.6	0.69	1.14	0.41	2.24	53.2	13.7	44.0	6.8	10.4	25.1
12 Children's Shows	8.5	0.49	0.66	1.63	2.78	38.5	5.4	11.8	66.8	3.8	12.2
13 Interview Shows	*	*	*	*	*	*	*	*	*	*	*

M—men, W—women, C—children, T—total.

* Unable to report due to insufficient data.

NOTE: Average ratings include only those programs which appear in both the June and July Reports.

Data covers 25 markets.

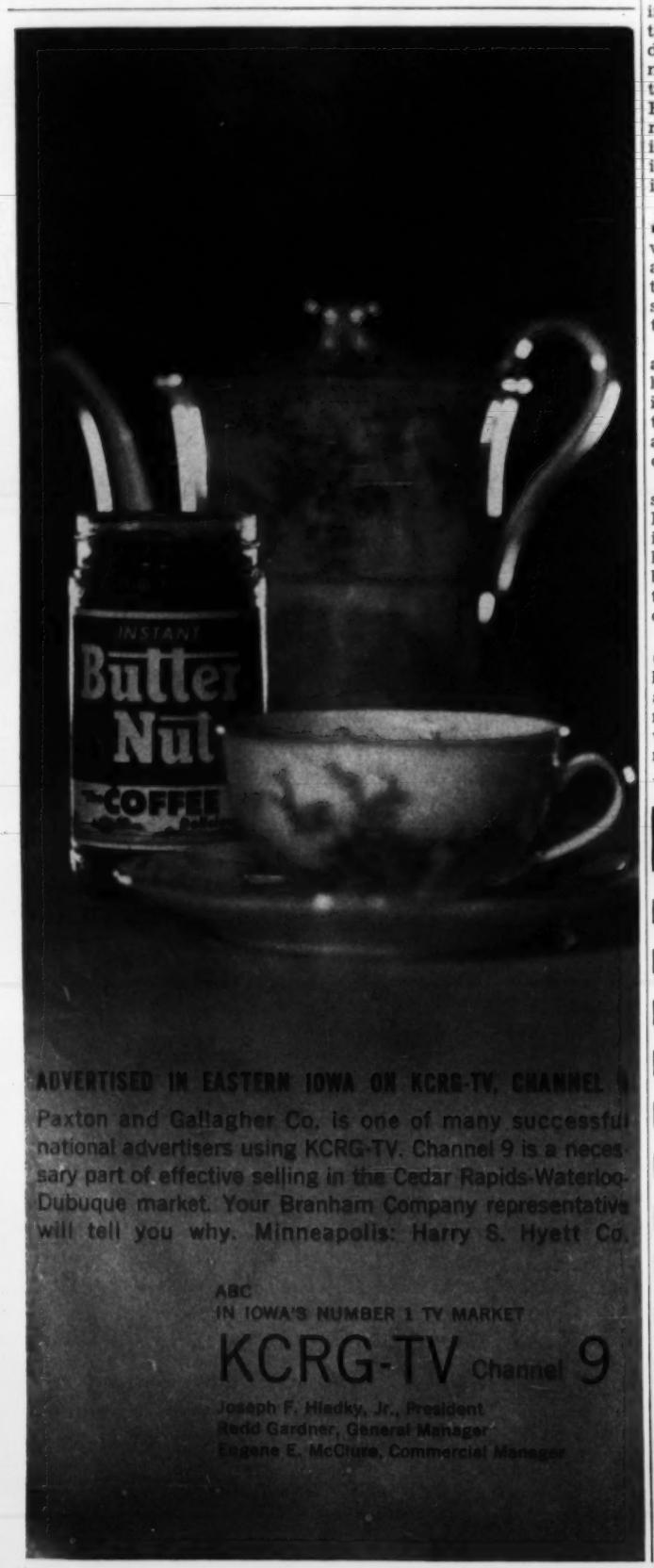
Sponsor identification covers June 1-7; audience composition & program selectivity data cover July 1-7.

Chipman Elected President

Don Chipman, vp and business manager of the *Winston-Salem Journal* and *Sentinel*, was elected president of the North Carolina Press Association. Other officers are Clifton Blue, editor and publisher of the *Sandhills Citizen*, vp; and Beatrice Cobb, publisher of *Morganton News-Herald*, secretary.

Gallagher Elected President

Dan Gallagher, of McCann-Erickson, has been elected president of the Art Directors Club of Cleveland. Other officers are William Durica, Cykowski & Associates, vp; Dave Lind, McCann-Erickson, treasurer, and Steve Atzel, Advance Art, secretary.


INSTANT
Butter
Nut
COFFEE
ADVERTISED IN EASTERN IOWA ON KCRG-TV, CHANNEL 9
Paxton and Gallagher Co. is one of many successful national advertisers using KCRG-TV. Channel 9 is a necessary part of effective selling in the Cedar Rapids-Waterloo-Dubuque market. Your Branham Company representative will tell you why. Minneapolis: Harry S. Hyett Co.
ABC
IN IOWA'S NUMBER 1 TV MARKET
KCRG-TV Channel 9
Joseph F. Hladky, Jr., President
Redd Gardner, General Manager
Eugene E. McClure, Commercial Manager

MAILING LISTS

Can yours pass this 3-way profit test?

Your direct mail is only as good as the lists you use. Eliminate chance the way the nation's top advertising agencies and their clients do by triple-checking these key ways:

1. Are your lists MARKET-RESEARCHED? Dunhill offers unparalleled research facilities to maximize your marketing objectives.

2. Are they CROSS-CHECKED? The Dunhill Library is the world's largest name source open to the general business community. Duplication is eliminated; key "influentials" included.

3. Do you enjoy ONE-STOP COSTS? By combining all key mailing, production and handling costs into a single integrated operation, Dunhill offers rates below today's costs.

Call Dunhill for the full story.

FREE: Dunhill's newest catalog features 5,000 premium "quality-tested" lists covering the U. S., Canada & Latin America. Edition limited. Write today for your free copy to Dept. AA.

dunhill
INTERNATIONAL LIST CO., INC.
Dunhill Building: 444 Park Ave. South
New York 16, N. Y.
MU 6-3700 TWX NYL-3153

get the facts on New York City's
new medium on wheels
OUTSIDE BUS ADVERTISING
Mass coverage of millions, or local showings in one or more of eleven different sections of the city. Phone John J. Woods (ULster 2-5000, Ext. 4768) for rates and availabilities.
NEW YORK CITY TRANSIT AUTHORITY
370 Jay Street, Brooklyn 1, N. Y.

Martin P. Rosenblum

Rosenblum Succeeds Williams at 'Home Furnishings Daily'

NEW YORK, Aug. 12—Martin P. Rosenblum, a member of the advertising sales staff of *Home Furnishings Daily* since 1956, has been appointed advertising director of that publication, effective Jan. 30. He will succeed Leo E. Williams, who will become special advisor to all Fairchild Publications.

Mr. Rosenblum will be succeeded by Howard Landis, formerly sales manager of the air conditioning division of the Welbilt Corp.

Mr. Rosenblum joined the Fairchild organization in 1946 as retail news editor of the major appliance and radio sections of *Home Furnishings Daily*, then named *Retailing Home Furnishings*. Two years later he become editor of the radio-television section. Earlier in his career he was an assistant buyer of radio and television sets at Abraham & Straus, Brooklyn department store, and before that an assistant buyer of records and musical instruments at R. H. Macy & Co., New York.

Mr. Williams joined Fairchild Publications in 1915. After having been on the copy desk of both *Women's Wear Daily* and *Daily News Record* he became advertising manager of the classified and directory departments and head of the advertising-service department.

He became advertising director of *Home Furnishings Daily* when it was first issued in 1931. In 1958-59 he served as board chairman of Associated Business Publications.

Manchester Bank Presents Annual Report as Daily Insert

The Manchester Savings Bank of Manchester, N. H., presented its 113th annual report as a lithographed newspaper flier inserted into the *New Hampshire News* and *Manchester Union Leader* July 26 and 27. The report was printed on coated stock in processed color. Cost of distributing 70,000 reports to the community was about the same as the cost of mailing last year's report to 30,000 depositors, according to Charles S. Nims, bank president. Weston Associates, Manchester, is the bank's agency.

Johnson, Kent Adds Nine

Johnson, Kent, Gavin & Sinding, New York, newspaper representative, has been named to represent the following West Virginia newspapers on a national basis: *Wheeling Intelligencer News Register, Parkersburg News-Sentinal, Fairmont Times-West Virginian, Weirton Times, Martinsburg Journal, Williamson News, Elkins Inter-Mountain, Welch News* and *Point Pleasant Register*.

Dickens Rejoins Weiss & Co.

Hal Dickens, former merchandising counselor at Tatham-Laird, Chicago, has rejoined Edward H. Weiss & Co., Chicago, as vp and account executive. He left Weiss in March to join Tatham-Laird.

Curtis 6-Month Revenues Up

Gross operating revenue for Curtis Publishing Co., Philadelphia, with the exception of *American Home* and New York & Pennsylvania Co., for the first six months of this year totaled $101,048,503, compared with $95,526,280 for the comparable period last year. Net earnings for the first half of 1959 were $1,902,745, compared with $1,806,532 a year ago. Gross operating revenue for Curtis and its consolidated subsidiaries during the first six months of 1959 was $115,587,779, with net earnings down to $1,785,262. Curtis acquired *American Home* in April, 1958; consolidated reserves for income taxes do not yet reflect any reduction which may arise from *American Home's* carry-forward losses.

Pratt Elected Club President

Lowell C. Pratt, director of public relations of San Jose State College, has been elected president of the San Jose Advertising Club. Other officers are Robert C. Williamson, national advertising manager of the *San Jose Mercury-News*, vp, and Benet Hanau, Benet Hanau & Associates, secretary-treasurer.

Kofron Joins IARI Council

John H. Kofron, director of research of Chilton Co., Philadelphia, has been appointed a member of the technical advisory council of Industrial Advertising Research Institute, Princeton, N. J., nonprofit, semi-autonomous affiliate of National Industrial Advertisers Assn., New York.

DeVilbiss Promotes Two

DeVilbiss Co., Toledo, has expanded its advertising department, naming Edmund Collins industrial promotion manager and Norman Garrett promotion manager-jobber division, both new positions. Both men have been in the company's advertising department. DeVilbiss makes spray equipment.

Marino Joins McCarty Co.

Leonard F. Marino has been appointed director of graphic arts of McCarty Co. of N.Y. Inc., New York. Prior to joining McCarty, Mr. Marino was vp and production manager of Tveter Advertising, and account executive with Bradbury, Sayles, O'Neil, Hurley & Thompson.

Filler to Harris, Weinstein

Filler Products Inc., Atlanta, manufacturer of party foods, has named Harris & Weinstein Associates, Atlanta, as its agency.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

A ONE-IN-A-MILLION TEST MARKET . . .
one newspaper . . .
and a million and more prospects!

You can now cover one of the nation's top three test markets (and the Number *One* test market in New England!) thoroughly and *more economically than ever* with The Providence Journal-Bulletin. New Journal-Bulletin package plans—explained at right—make it easy.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

New Journal-Bulletin Package Plans

Low Cost Gravure Opportunity—Your gravure advertising in This Week Magazine or locally-edited Rhode Islander may be adapted for Journal-Bulletin combination - black and white, at $.44 a line, using same copy. (Min. b&w size to be at least equal to the gravure, and combination to be completed in same calendar week.) We make plates, no charge. Ask about it.

Job-tailored Combinations—You have a choice of combinations to fit your campaign program and budget:

Combination:*	Circulation	Line Rate
Morning and evening	204,022	.62
Sunday Journal	185,473	.60
Sunday and Morning	243,234	.70
Sunday and Evening	331,734	.98
Sunday, Morning, Evening	389,495	$1.04

(ABC circulation, March 31, 1958)

*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Saturday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Write for full market data or Package Plan information to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island. Or your nearest Ward-Griffith office.

PROVIDENCE JOURNAL-BULLETIN

Represented Nationally by Ward-Griffith Co., Inc., New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Miami, Charlotte, Portland, Ore.

Number 8 in a series of messages to business on the growth at the top of the American market.

There's a boom at the upper level where big splashes are made

Make the most of it in TIME

In the ten years between 1948 and 1958, the total number of families in the U.S. increased 22%. A big jump? Not as big as upper level leaps like these—

Families with incomes of $10,000 and over increased 235%!

Families owning two cars increased 396%!

And the number of residential swimming pools jumped 4,896%!

It all adds up to a boom at the upper level. You see it in the glint of jets high overhead, hear it in the lapping waves of those private pools, smell it in the aroma of fresh paint in the new homes going up all around our urban centers.

The boom at the upper level is powered by somewhere between 8 and 10 million well-educated, upper-income families.

These families are establishing the trends, setting the styles, making most of the major decisions of this nation.

Wherever you find the boom at the upper level—there you will find TIME. Because most of these millions spend a part of each week reading TIME. And those who don't are surrounded by those who do—their best-informed TIME-reading friends, relatives, business associates and colleagues.

Advertisers of every service, product or corporate personality need the approval of these millions who make the great selling years in every field, from steel to spirits, from shipping to shoes.

They are the people who—today more than ever—can make the difference between boom and just bumbling along in the months and years ahead.

They can be reached, informed and *sold* with maximum effectiveness only in their favorite magazine, TIME, The Weekly Newsmagazine.

Regional Split-Run Editions Are Growing in Latin America

(Continued from Page 2)

uador and Peru.

The Caribbean edition will have a circulation base of 100,000 to 110,000. Its b&w onetime page rate will be $1,350. Effective next January, *Life en Espanol's* b&w onetime rate moves up to $3,315, based on 350,000 circulation.

This is *Life's* second venture into a regional breakout. Last May it launched a Mexican edition of *Life en Espanol* and this edition has already secured business from 54 advertisers.

■ *Mecanica Popular*, the Latin American version of *Popular Mechanics*, will be published in three editions beginning with the January issue. Editorial content will be the same in all three.

The Mexican-Caribbean edition, which covers Mexico, Central American countries, Cuba, Puerto Rico, Dominican Republic, Venezuela, Colombia, Ecuador and Peru, has a circulation base of 100,000. Onetime b&w page cost is $1,000.

The southern hemisphere edition will cover Argentina, Chile, Bolivia, Paraguay and Uruguay and will have a circulation base of 60,000. A onetime b&w page costs $300.

Mecanica Popular do Brasil—Published in Portuguese under license from *Popular Mechanics* to Fernando Chinaglia, Rio de Janeiro (printed in Sao Paulo) has a circulation base of 60,000. The onetime b&w page rate is $400.

■ Any two of these editions earn a 5% discount. All three editions earn a 10% discount, and a onetime b&w page in all three is $1,530, with a combined base of 220,000 circulation. The old b&w page rate was $1,400, with a rate base of 207,000.

Popular Mechanics now has seven foreign editions, including German, Swedish, French and Danish. The changes in their setup were made because of the changing marketing patterns in Latin America and the need for greater flexibility on the part of advertisers, the company told AA.

■ Behind the movement toward regional publishing are several factors:

1. As markets overseas have grown in size and importance, many advertisers with local manufacturing setups abroad have decentralized their operations and given local ad managers more autonomy.

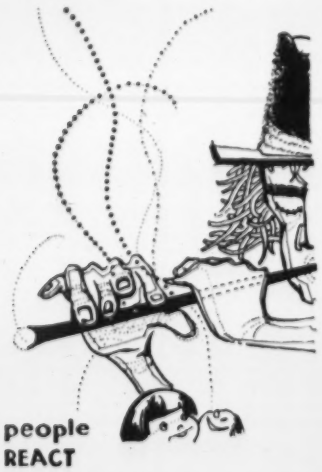
2. Political and economic upheavals in Latin America have produced wide discrepancies in the values of different markets. The Caribbean area countries and Mexico are currently good markets for dollar goods. Argentina, Brazil and Peru, on the other hand, are poor ones.

3. Caribbean area magazines have been doing quite well. The *Reader's Digest*, which pioneered in overseas publishing (it now has 26 foreign editions), already has five editions serving Latin America. Its Caribbean edition carried $740,000 in advertising during the first six months of 1959, which was more than *Time's* Latin American edition carried and more than half of the total carried by *Life en Espanol*, which circulates throughout Latin America.

Another successful regional publication is *Hablemos*, a rotagravure newspaper supplement carried by nine newspapers in nine countries ringing the Caribbean. *Hablemos*, which is published in New York, will move its onetime b&w page rate up to $2,000 next year, based on a new circulation high of 323,000.

Vision, bi-weekly Spanish-language news magazine circulating throughout Latin America, has been publishing a Mexican edition since November, 1955. It carried $53,000 of advertising in the first half of 1959. A sister magazine, *Visao*, is published in Brazil and *Vision* has also been offering advertisers special area inserts for "selective coverage" of markets. These are generally four-page inserts for separate countries or areas, bought by one or several

Just like the pied piper and his fife . . .

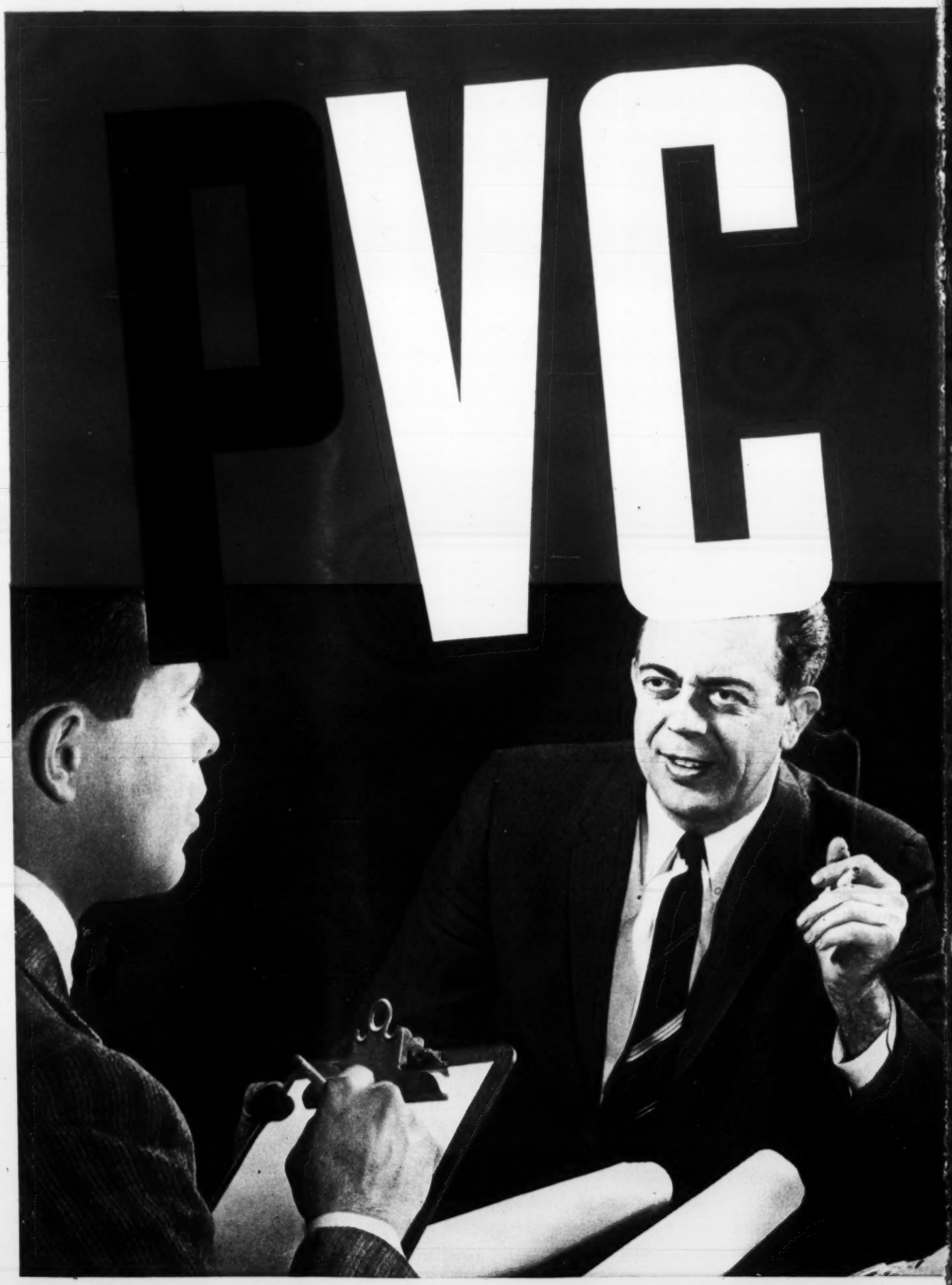


people REACT to the voice and vision of NBC in South Bend - Elkhart

call Petry today!

WNDU-TV CHANNEL 16

BERNIE BARTH & TOM HAMILTON



advertisers.

■ Area inserts are also being offered now by the American Exporter Group of publications. An advertiser interested in such breakouts must buy at least one-third of the circulation and pay a premium. *El Farmaceutico*, one of the eight American Exporter books, is also beginning to publish split runs to accomodate pharmaceutical companies which have decentralized operations in Latin America.

Transporte Moderno, export business publication circulating throughout Latin America, joined the separatist movement recently with the launching of a Mexican edition.

International publishers also have been watching with interest the success enjoyed by *Bohemia*, a general weekly published in Cuba with a wide readership throughout the Caribbean. *Bohemia*, which looks something like an old pulp magazine, has at times reached a circulation high of 1,000,000, with 10% to 25% of this audience outside of Cuba. It gets $500 per page.

■ Edgar R. Baker, managing director of Time-Life International, follows the international publishing scene closely and he has been moving steadily toward more local and regional emphasis. Beginning in October, *Time's* Pacific edition will begin printing its copies for Australia and New Zealand in Australia, while the rest of the edition will continue to come off the presses in Tokyo. And sometime next year Mr. Baker hopes to switch the printing of *Life International* from Chicago to Paris.

The seven international editions now published by Time Inc. currently have a total circulation of 1,150,000. They grossed $14,000,000 in ad revenue last year—that's more than 10% of *Life's* domestic volume—and their 1959 business is running 15% ahead of last year.

Newsweek, with two international editions, is also having a banner year. The Pacific edition is up more than 30% and the European edition is up 15% over last year.

And virtually all the international books have rate increases in the works for 1960. #

Liller, Neal Gains One

Rich's Inc., Atlanta department store, has appointed Liller, Neal, Battle & Lindsey, Atlanta, to handle its tv and radio advertising. This marks the first time Rich's has used an agency for broadcast media. The bulk of the store's advertising is in newspapers and the store's own ad department will continue to handle that and all other nonbroadcast portions of the account. Liller, Neal also has named J. J. Burton, formerly general advertising and sales promotion manager of Colonial Stores Inc., an account executive.

Every hour . . . every day . . . every week . . . your best customers and prospects are being personally interviewed to verify the circulation of MACHINE DESIGN. Interviewers of the Harvey Research Organization visit annually all establishments within the Original Equipment Market receiving four or more copies. Depth interviews are being held at all the larger and more important companies, accounting for about 60 per cent of total circulation.* A glance at some of the questions will tell you why no other magazine can be so certain about the QUALITY and ACCURACY and ADEQUACY of its coverage . . . why no other magazine can so quickly respond to new personnel, new departments, new industries!

Personally Verified Circulation assures rapid reader response

Rapid Reader Response! It is bound to be greater whenever a magazine is directed to the right people . . . at the right place . . . at the right time. For all reader response—readership, inquiries, product preference, company recognition, etc.—stems from the perfect match between editorial concept and circulation. That's why, when you advertise in MACHINE DESIGN, you can be sure design engineers will read every word that talks their language. That's why the majority of advertisers interested in SELLING to the Original Equipment Market prefer to gear their marketing plans to MACHINE DESIGN . . . the magazine of RAPID READER RESPONSE!

Some typical questions—How many engineers at this address doing design work? How many draftsmen, technicians, design detailers, etc., at this address working with engineers?

We want to be sure that one copy of MACHINE DESIGN is being delivered to this address for at least every four engineers. If more copies are needed, would you give me the names and titles of the individuals to whom they should be addressed?

What is located at this address: Manufacturing Plant? General Offices? Government Establishment? Educational Institution? Exclusively a research laboratory? Exclusively a consulting engineering firm? Some other kind of establishment?

What one principal product is designed or manufactured at this address? What other products?

Any new engineering groups or departments added in past year . . . that is, anywhere throughout the country? If so, what is the mailing address and name of person in charge?

"We are reading and using MACHINE DESIGN, and would like to have you continue sending it."
(Signature)

*Balance of circulation verified annually by mail or Western Union

MACHINE DESIGN
a Penton publication
Penton Building, Cleveland 13, Ohio
BPA
ABP

Madison Avenue meets the art galleries head-on in a new book . . .

ad-liberties!

"Love is said in so many different ways"

AD-LIBERTIES—matches up famous advertising slogans and famous paintings with hilarious results! Over 50 reproductions and captions.

AD-LIBERTIES—has been published for those who have a job in advertising . . . those who have an interest in the communications industry . . . those who have a sense of humor . . . those who have a dollar bill.

AD-LIBERTIES—is just the thing to placate your host if you're a week-end free-loader . . . ideal for that account man about to undergo abdominal surgery . . . and other occasions which require a cheap gift.

AD-LIBERTIES—comes replete with an honest-to-goodness GIMMICK. A handy loop of cord attached to each book permits you to hang it in the family reading room. Share the fun with your relatives, friends, servants, tradesmen, etc. etc.

ONLY **$1.00**
. . . less than 2¢ a laugh!

The Publishers of AD-LIBERTIES! will refund your dollar if you do not laugh aloud on first inspection!

Get your copy at the nearest bookstore, newsstand or stationer's . . . or write direct.

WIGGLESWORTH PRESS, *Dept. A*
10 West 33 St., New York 1, N. Y.
RUSH!___copies of AD-LIBERTIES at $1.00 each from the limited supply in your bulging warehouses. Send___gift envelopes so I can shake up a few intimate friends. I enclose $___.

NAME_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

Wigglesworth Press . . . foundered in 1959

A Technique for Producing IDEAS

Where do the moneymaking ideas come from—these ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.

Attn.: Book Department

Maintain 'Wantedness' for Your Magazine, Russ Sanford Tells Circulation Managers

(Continued from Page 3)

after row of American business, trade and technical magazines," he said. "I knew then, if I never did before, how vital our business press is."

He urged buiness paper publishers to take an interest in the trade mission program and investigate the possibility of traveling with one of the mission teams.

■ Five points for creating successful direct mail copy were listed by Ed Condon, advertising manager of Bankers Life & Casualty Co.:

1. "Have a clear-cut objective.
2. "Make a sound proposition in your offer.
3. "Use proper list selection.
4. "Make sure the package itself fulfills the objective for which the copy was written.
5. "The tone of the mailing should fit the proposition offered—make it believable."

Mr. Condon described two mailing pieces which were tested for an accident and sickness policy, and then noted that the "hard-sell" offer pulled considerably better than the "soft-sell" mailing.

The two-day circulation seminar was sponsored by Advertising Publications Inc., publisher of ADVERTISING AGE, *Advertising Requirements* and *Industrial Marketing*. #

They'rrr Off at Aqueduct!—On $400,000 Ad Race

(Continued from Page 2)

advertised or not—the agency said Aqueduct's newspapers ads, budgeted at about $150,000, will not appear on sports pages, but will run as big-space units in main news sections.

■ In addition to newspapers, which will play up "The Big A" as a showplace to bring the wife and kiddies (16 or older), the association will use pages and spreads in eastern editions of *Esquire* and *Sports Illustrated*, plus color pages in *Cue* and *The New Yorker*. Outdoor advertising will include 24-sheet posters and car cards in the metropolitan area.

The "Big A" theme carries over into Aqueduct's broadcast schedule. In television, 23 weekly spots will run for five weeks over WCBS, WABC, WNEW and WRCA television.

On radio, Aqueduct will use a total of 130 spots over ten local stations starting Sept. 7. According to the agency, radio and television announcements have been scheduled in prime morning hours to reach housewives and commuters and in fringe evening time to reach the rest of the non-fan audience

Radio jingles, sung to the pounding rythmn of Afro-Cuban bongo drums, are aimed at the younger married couples and the dating crowd. (Sample lyric: "You ain't livin'/until you've given/racing a whirl/with your guy or your girl . . .") #

Fluor Names Foote, Cone, Assigns Allen de St. Maurice

Fluor Corp., Los Angeles, construction engineering company specializing in plants for the oil, chemical and power industries, has appointed Foote, Cone & Belding, Los Angeles, to handle its advertising, effective Nov. 1. Hixson-Jorgensen, Los Angeles, formerly handled the account.

Meanwhile, Fluor Products Co., Santa Rosa, Cal., a division of Fluor Corp., has appointed Allen, de St. Maurice & Spitz, San Francisco, to handle the 1959-1960 campaign for its four product lines—roof structures, industrial cooling towers, tanks and pipes.

Roche, Rickerd Elects Five to Board of Directors

C. E. Rickerd, James L. Proebsting, K. C. August, A. T. Bonk and M. F. Williamson have been named directors of Roche, Rickerd & Cleary, Chicago. Mr. Rickerd, president of the agency, was named chief executive officer, succeeding John P. Roche, board chairman, whose retirement was announced last week (AA, Aug. 10).

Lloyd Maxwell, vp and account supervisor, took on additional duties when he was named chairman of the executive committee, special projects.

Make no mistake about
SALT LAKE!
THERE'S MORE TO SALT LAKE THAN SALT LAKE
It's a mistake to think only of Salt Lake City by itself. Because it is the only metropolitan city between Phoenix and the Canadian border and Denver to the Pacific Coast, it is the control point and distribution center for a four-state area.
When you buy Salt Lake's two metropolitan newspapers you sell nearly a half million persons in Salt Lake City, plus the million more throughout this outer market.
NEWSPAPER AGENCY CORPORATION NAC
The Salt Lake Tribune
(MORNING & SUNDAY)
DESERET NEWS AND
Salt Lake Telegram (EVENING)
Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network.

JUST ONE—*Lindt Chocolate has scheduled a series of four ads in Sports Illustrated and The New Yorker using the same copy "One at a time . . . one at a time," and varied artwork. The campaign runs from September through March. The agency handling Lindt is de Garmo Inc., New York.*

Anderson & Cairns Absorbs Its PR Unit

NEW YORK, Aug. 12—In what is described as a retrenchment move, Anderson & Cairns has discontinued its recently formed public relations company, Creative PR Inc., as a separate organization, and has merged it into its own corporate structure as a service operation of the agency.

Ashley W. Burner, vp and manager of Creative PR, has resigned, and Raymond Corder, formerly assistant manager, has been appointed manager, and given the responsibility for coordinating the public relations and publicity activities of A&C clients. Mr Burner's plans will be announced later.

Creative PR was set up at the end of 1958 (AA, Dec. 1), as a subsidiary of A&C to handle public relations assignments of the agency's clients and to seek new business of its own.

In July the board of the agency decided that the overhead of the subsidiary was running too far ahead of its billings, and ordered it discontinued as a separate organization.

A&C this year has lost three major accounts: American Enka Corp., maker of yarns and fibers, to Donahue & Coe; C. H. Masland & Sons, carpet maker, to Goold & Tierney; and Thomas Textile Co., maker of infants' and children's apparel, to Norman D. Waters & Associates. While no official figures are available, those three accounts are estimated to bill about $1,180,000. In 1958 A&C reported billings of $6,869,600. #

Kuttner & Kuttner Names 3

Mrs. Amber Kinney, formerly director of advertising services of H. W. Gossard Co., Chicago, foundation garment manufacturer, and Herbert Swan, formerly creative director of J. W. Spellman Inc., Boston ad and marketing consultant, have joined Kuttner & Kuttner, Chicago, as copy staff members. Charles M. Bauer, formerly with Vincent Allen Studio, Chicago, has joined Kuttner's art department.

Hearst Corp. Buys WFDS

The radio division of Hearst Corp. has purchased WFDS, Baltimore fm station, and changed its call letters to WBAL-FM, subject to Federal Communications Commission approval. With the addition of WBAL-FM, Hearst now operates WBAL, WBAL-FM, and WBAL-TV. Hearst also recently was granted an fm construction permit for WISN, Milwaukee.

Alfred E. Burk, assistant station manager and director of sales of WBAL, will also serve as station manager of WBAL-FM. Thomas E. Moore, assistant sales manager of WBAL, will serve as sales manager for the new station.

McMahon Joins Cooper

Les McMahon, formerly merchandising director for the Oregon-Washington-California Pear Bureau, has joined Herbert H. Cooper & Associates, Pasadena, Cal., point of sale company.

LeTourneau Names Fain

Stan Fain has been appointed manager of advertising and sales promotion of R. G. LeTourneau Inc., Longview, Tex., manufacturer of earthmoving, logging and other heavy duty equipment. He formerly was assistant advertising manager.

Foster & Green Names Shore

Foster & Green, Baltimore agency, has appointed Kenneth H. Shore vp and account executive. Before joining Foster & Green, Mr. Shore was with Leo Burnett Co. Torkel Gundel & Associates and George Evans Co.

If you want the MOST and BEST APPLES always shake the BIG TREE*

*Retail sales in the Cleveland Market are larger than in any one of these 35 entire states.

Minnesota	Louisiana	New Hampshire
Kentucky	Maryland	Nevada
Connecticut	Nebraska	New Mexico
North Carolina	Oklahoma	North Dakota
Tennessee	Oregon	Rhode Island
Virginia	West Virginia	South Dakota
Washington	Arkansas	Utah
Alabama	Arizona	Vermont
Colorado	Mississippi	Wyoming
Georgia	South Carolina	Delaware
Iowa	Idaho	Maine
Kansas	Montana	

If you sell LESS in the Cleveland Market than in any one of 35 entire states—

WRITE—WIRE—PHONE

The Cleveland PLAIN DEALER

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

Whatever you sell in Greater Cleveland you'll sell more of it in The Plain Dealer

The San Francisco Examiner has **MORE** of **EVERYTHING**

and Delivers **FULL $ POWER** in San Francisco

• • • In The First 6 Months of 1959:

The Daily Examiner carried more TOTAL ADVERTISING than any other San Francisco daily newspaper.

The Daily Examiner carried more RETAIL ADVERTISING including MORE DEPARTMENT STORE ADVERTISING than any other San Francisco daily newspaper.

The Daily Examiner carried more TOTAL NATIONAL ADVERTISING — MORE NATIONAL GROCERY — MORE TOTAL AUTOMOTIVE and MORE NEW PASSENGER CAR ADVERTISING than any other San Francisco daily newspaper.

The Daily Examiner carried more FINANCIAL ADVERTISING — than any other San Francisco daily newspaper.

The Daily Examiner carried more CLASSIFIED ADVERTISING — more than all other San Francisco daily newspapers COMBINED.

The Daily Examiner published more pages of News and Features than any other San Francisco daily newspaper.

The Daily Examiner reached a circulation that's at an all-time high and is greater than any other San Francisco daily newspaper.

.....and the Sunday Examiner is San Francisco's dominantly leading newspaper in circulation, advertising and news and feature content.

.....Daily and Sunday, The Examiner carried MORE TOTAL ADVERTISING than <u>any</u> <u>two</u> San Francisco daily newspapers!

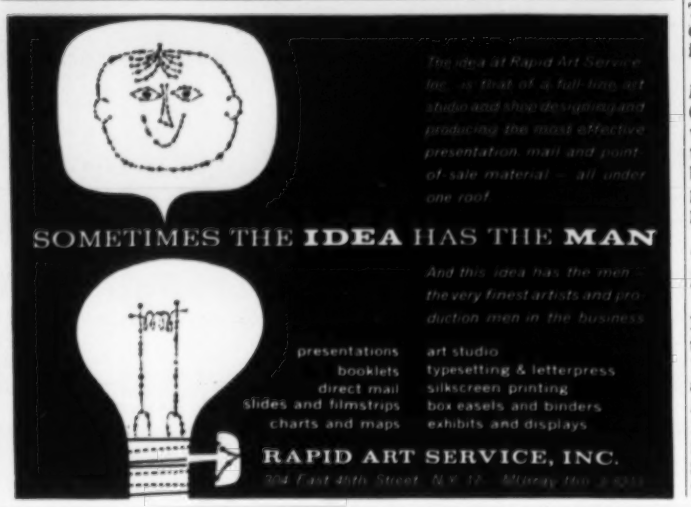
San Francisco Examiner.
MONARCH OF THE DAILIES

represented nationally by **Hearst Advertising Service Inc.**

$25,000 Sweepstake Contest Promotion Planned by BH&G

Meredith Publishing Co., Des Moines, will launch its $25,000 sweepstakes contest in a four-color spread in the October issue of *Better Homes & Gardens*. The contest is designed to emphasize the Christmas "gift appeal" of *BH&G* books. To enter the contest, the consumer must indicate which of the 14 home service books he thinks would make the best gift. Top prizes will be the winners' choice of any products advertised in the magazine during 1959.

Ads will also appear in the *BH&G Home Furnishings Ideas* and *Christmas Ideas* publications. This will be supported by trade advertising, emphasizing the contest as a book promotion Meredith will also provide local promotion and display materials.


The idea at Rapid Art Service, Inc., is that of a full-line art studio and shop designing and producing the most effective presentation, mail and point-of-sale material — all under one roof.
SOMETIMES THE IDEA HAS THE MAN
And this idea has the men — the very finest artists and production men in the business.
presentations
booklets
direct mail
slides and filmstrips
charts and maps
art studio
typesetting & letterpress
silkscreen printing
box easels and binders
exhibits and displays
RAPID ART SERVICE, INC.
304 East 45th Street, N.Y. 17 — Murray Hill 2-8311

'Family Weekly' Adds Two; Names Cogill, Pirnie

Knickerbocker News, Albany, N.Y., will begin distributing *Family Weekly* beginning with its Sept. 13 issue. *Family Weekly* also has added the *News*, Longview, Wash. *Family Weekly* now distributes in 185 newspapers. The Albany paper is the sixth paper in New York State to carry the supplement, and the Longview daily is the fifth in Washington.

Family Weekly and *Suburbia Today* have appointed Cogill, Pirnie & Brown, Atlanta publishers representative, to handle their sales in the South. The magazines already have sales offices in Chicago, New York, Cleveland and Detroit.

Screen Gems Names Burns

Screen Gems, New York television subsidiary of Columbia Pictures Corp., has appointed Lloyd Burns vp in charge of international operations, effective Sept.1. Mr. Burns vp in charge of international manager of Screen Gems (Canada) Ltd., Toronto, replaces William H. Fineshriber, who has resigned.

Fenderson Joins Schwarz

Richard A. Fenderson Jr., formerly assistant advertising manager of Evans Research, has joined Schwarz Laboratories, Mount Vernon, N.Y., chemical company, as advertising manager.

GIBBERISH?—*This newspaper ad, all in short hand, advises "Secretary, take a coffee break" on the copying time saved by Thermo-Fax. Ad was placed by Thermo-Fax Sales Inc., Providence.*

covers *the entire State of* **Nebraska*** *daily, better than any Colorado paper covers Colorado.*

*A vital, growing market of 1.6 million people with $2.7 billion to spend.

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

ABC Audit—Daily: 247,665
Sunday: 260,511

*Based on latest ABC Audit Reports and population figures from 1959 Sales Management Survey of Buying Power.

Omaha World-Herald

Less than 5% duplication of circulation, morning and evening.

BYRNE MARCELLUS

Chicago, Aug. 12—Byrne Marcellus, 71, founder and partner of Byrne Marcellus Co., Chicago specialist in association management, died July 30 of injuries sustained in an auto accident near Plaza, Wash.

Mr. Marcellus had been in the management field for more than 30 years. Prior to forming his own company in 1943, he was with Stevenson, Jordan & Harrison, Chicago management engineer. The Marcellus company specializes in managing associations of manufacturers and in this role often functions as promotion coordinator for industry-wide promotion campaigns.

The surviving partners in the company are Henry Bucklin and William E. Smith.

LESLIE S. THOMPSON

WHITEVILLE, N. C., Aug. 12—Leslie Stuart Thompson, 58, editor and publisher of the *News Reporter* and president of the North Carolina Press Assn. in 1955-56, died Aug. 7 of a heart attack.

Mr. Thompson also was owner and director of Radio Station WENC here and part-owner and publisher of the *State Port Pilot*, Southport, N. C., weekly.

He formerly was advertising manager of the *Robesonian*, Lumberton, N. C., and held ownership in three Siler City, N. C., newspapers before becoming a part owner of the *News Reporter* in 1938, later assuming the sole ownership.

SAMUEL L. ROSENBAUM

NEW ORLEANS, Aug. 11—Samuel L. Rosenbaum, 70, radio and tv advertising agency head, died Aug. 7.

Mr. Rosenbaum, a native of New Orleans, was head of Samuel L. Rosenbaum & Associates.

Mennen Boosts Cleary, Brady

Sylvester Cleary, advertising manager of Mennen Co., Morristown, N. J., has been advanced to the position of marketing services manager and been made a member of the marketing committee. The advertising, sales promotion, market research and product development departments report to him. Tom Brady has been promoted to product development manager.

PERFECT TIME—*Glenmore Distilleries Co., Louisville, has scheduled a new drive, beginning in September in Holiday, Newsweek, The Saturday Evening Post, Sports Illustrated and Time. D'Arcy Advertising, New York, is the agency.*

Summer Doldrums Relieved by Zany Doings

(*Continued from Page* 3)

6,000 letters in response to its July 20 ad. The letters support the company position against inflation, by a 20 to 1 margin. Five of the letters contained cash contributions of from $1 to $50 to help the committee carry on its campaign.

Item: *Swimming Pool Weekly*, covering the concern in the industry over a Fort Lauderdale ordinance requiring the fencing of pools, reported that a five-year study of Los Angeles showed 305 accidental drownings, with only six in unfenced pools and 23 in fenced pools or those enclosed in walls.

Item: In New York, the Radio Advertising Bureau employed a model, Liz Gardner, to deliver to presidents of New York's 25 top agencies a giant, ribbon-bedecked watermelon. The melon was supposed to herald the fact that radio listening had passed tv viewing during the summer.

Item: *Home Furnishings Daily* reported that a British retired cavalry major who operates a dairy farm at Kidlington, near London, has discovered cows give more milk if they sleep on foam rubber mattresses. Cows, said the major, are "happy, contented and comfortable" when they sleep on foam rubber, and tend to produce more milk. He has set up a company to manufacture the mattresses at $36 each.

If the Carnation Co. had only known about that! #

Motorola Acquires Dahlberg

Motorola Inc., Chicago, has purchased Dahlberg Co., Minneapolis maker of hearing aids and specialized communications systems for hospitals, for an undisclosed price. The Dahlberg operation's 1958 sales volume totaled nearly $5,000,000. It markets through some 200 dealers, including some in Canada and in 17 foreign countries.

AMA Protests to FTC About Vitasafe Ad Claim

The American Medical Assn. has recorded an official protest with the Federal Trade Commission against a recent advertisement of the Vitasafe Corp., New York, mail order vitamin company. The AMA charged that Vitasafe implied in the ad that one of their products was endorsed by the AMA.

Vitasafe Corp. accepted a consent order on June 24, 1957, prohibiting advertising of a deceptive free trial offer designed to sell vitamin capsules. The scheme involved monthly shipments to people who were billed even though they did not order the products. The existing order is not believed broad enough to cover the new situation.

Dad's Day Sales Were Tops

Father's Day gift sales this year totaled $928,000,000, a 7% gain over 1958 Father's Day gift sales of $867,000,000, according to the Father's Day Council, New York. Next year will mark the 50th anniversary of the day, founded in 1910. The council reports that the total of Father's Day purchases at retail since 1938 is $12.3 billion.

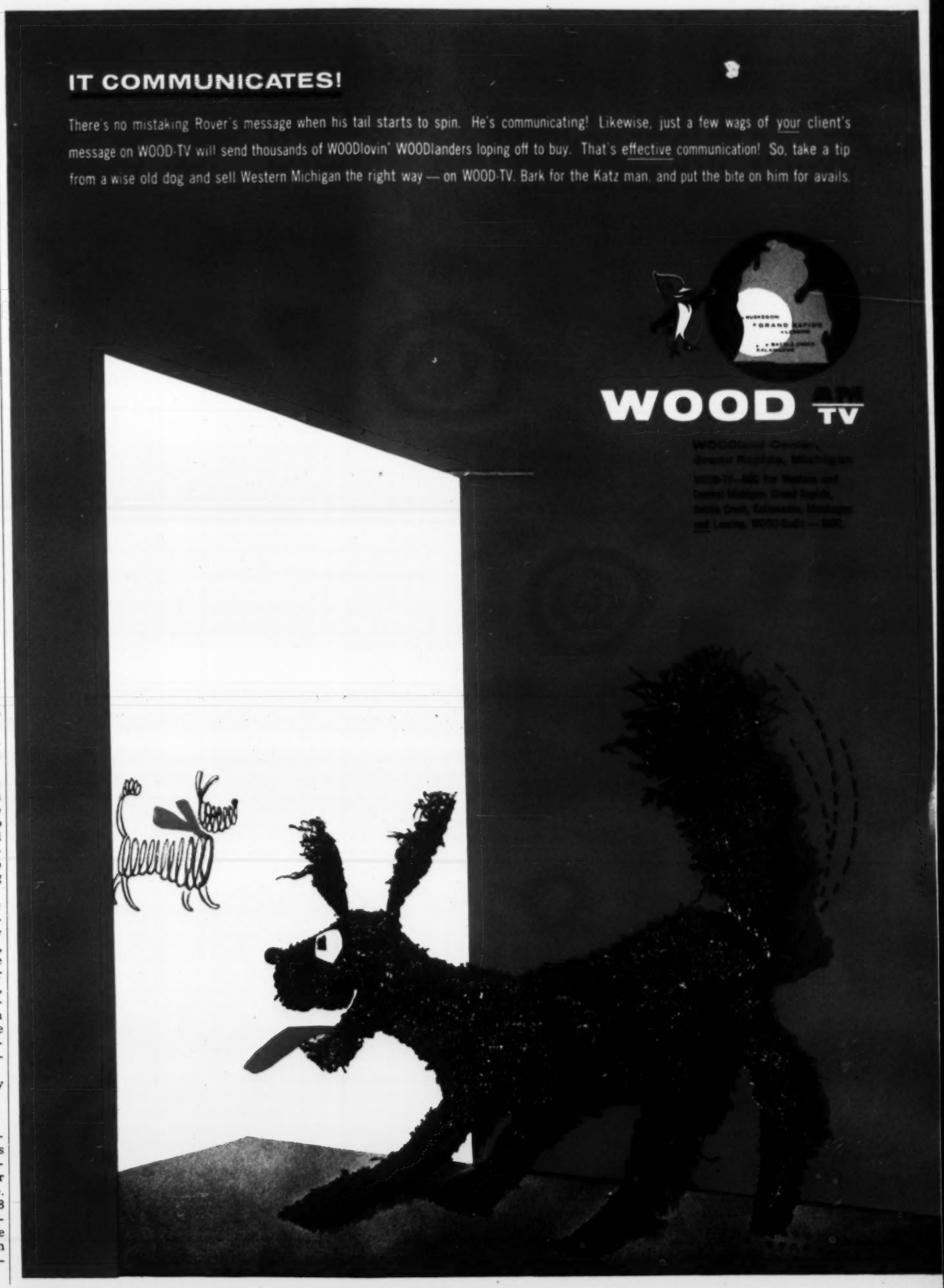
PRSA Publishes Directory

The Chicago chapter of the Public Relations Society of America has published a directory listing names, addresses and telephone numbers of all local chapter members. Copies are available at $5 each from the Chicago chapter of PRSA at 35 E. Wacker Dr., Chicago.

Two Join 'U.S. News'

U.S. News & World Report has appointed Hugh Allen Day to its New York sales staff and Burton H. Johnson to its Cleveland sales staff. Mr. Day formerly was assistant publisher of *Airlift*. Mr. Johnson previously was with Curtis Publishing Co.

Put More Zit in Your Zingo
ORIGINAL GIMMICKS
Novel gimmicks spark campaigns, make friends, do big promotional jobs—we develop original gimmicks to meet your special needs. For direct mail, promotions, conventions, premiums, etc. 1c to $1.00 or more. Gimmick mail programs developed and handled. Write for details. Halbach Advertising, 510 Maine St., Quincy 2, Illinois.


IT COMMUNICATES!
There's no mistaking Rover's message when his tail starts to spin. He's communicating! Likewise, just a few wags of your client's message on WOOD-TV will send thousands of WOODlovin' WOODlanders loping off to buy. That's effective communication! So, take a tip from a wise old dog and sell Western Michigan the right way — on WOOD-TV. Bark for the Katz man, and put the bite on him for avails.
WOOD AM TV

ADVERTISING'S BIGGEST PULL IS

THE KEL-O-LAND HOOKUP!

Joe Floyd's unique television hookup carries your sales message to 103 counties, 221,810 tv homes, in 5 states.* (NCS No. 3). And it's 92% unduplicated saturation. All eyes are on your product, when you're on KEL-O-LAND.

One single-station rate card (KELO-TV) buys you all of KEL-O-LAND. Result—lowest cost per thousand.

*South Dakota, Minnesota, Iowa, Nebraska, and North Dakota.

CBS-ABC-NBC

JOE FLOYD, Pres.; Evans Nord, Gen. Mgr.; Larry Bentson, Vice-Pres. • REPRESENTED BY H-R • in Minneapolis by Wayne Evans & Associates.

Department Store Sales . . .

Sales Gain 9% in Week Ended Aug. 8

WASHINGTON, Aug. 13—Department store sales across the U. S. during the week ended Aug. 8 were 9% ahead of sales for the similar week last year, the Federal Reserve Board reported today.

Sales for the four weeks were 7% ahead and for the year to that date they were 8% ahead.

■ All 12 of the FRB districts reported gains for the week: Boston, 9%; New York, 9%; Philadelphia, 8%; Cleveland, 10%; Richmond, 4%; Atlanta, 8%; Chicago, 11%; St. Louis, 4%; Minneapolis, 15%; Kansas City, 9%; Dallas, 10%, and San Francisco, 7%.

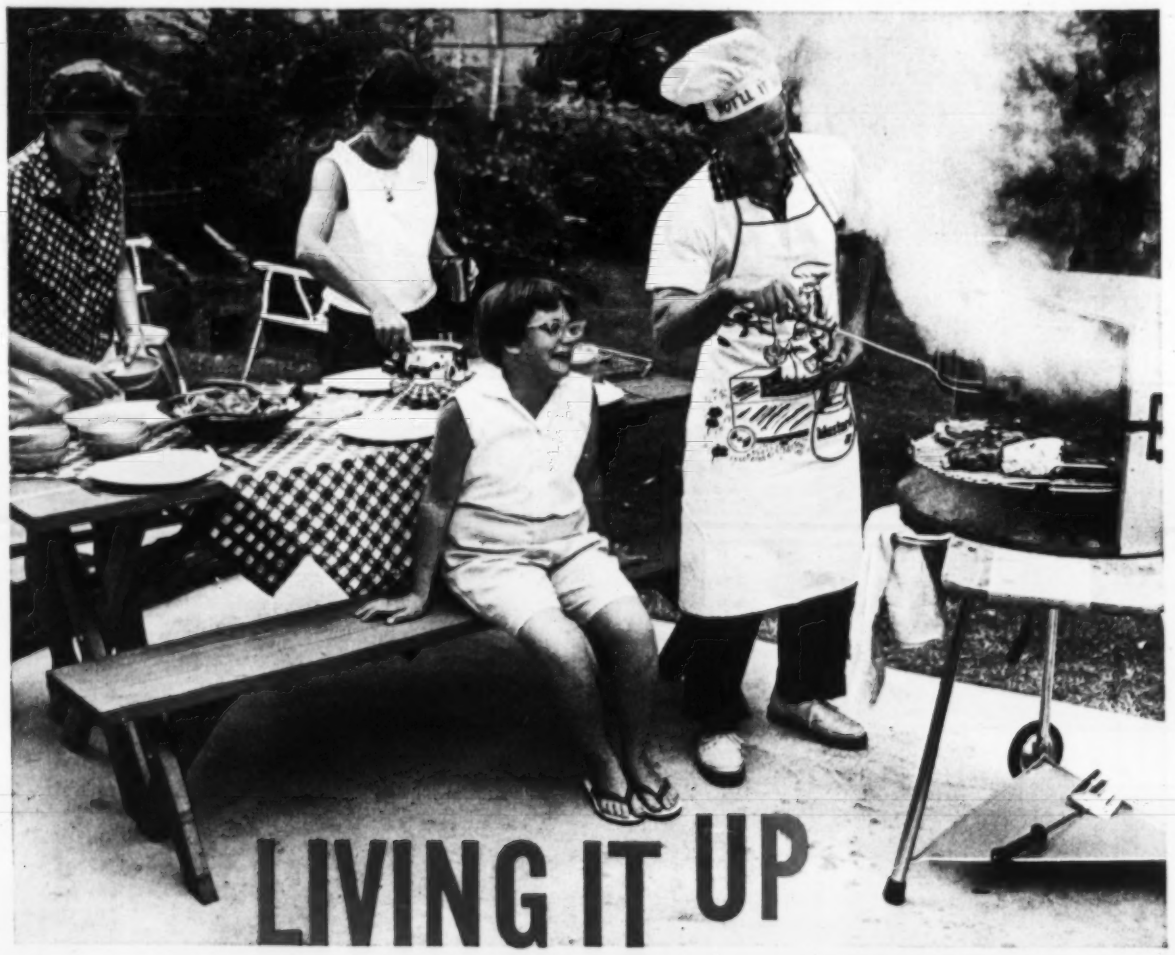
A detailed breakdown of the sales for these 12 districts for the week ended Aug. 8 will not be available until next week. Sales for the prior two weeks broke down as follows:

Federal Reserve District, Area, and City	% Change from '58 Week Ending July 25	Aug. 1
UNITED STATES	+ 5	+ 6
Boston District	— 1	+ 4
Metropolitan Areas		
Boston	— 2	+ 6
Downtown Boston	—14	+ 4
Suburban Boston	+21	+10
Cambridge	+ 8	+ 2
Quincy	+24	+16
Lowell	— 1	0
City		
Springfield	+13	+ 8
New York District	r+ 5	+ 2
Metropolitan Areas		
Buffalo	+ 3	— 5
New York-N. E.		
New Jersey	r+ 5	+ 3
Newark	r— 1	+ 3
New York	r+ 1	+ 1
Rochester	r 0	0
Syracuse	r+13	+ 1
Philadelphia District	+ 3	+ 5
Metropolitan Areas		
Wilmington	+18	— 1
Trenton	+ 4	+ 1
Lancaster	r—24	+68
Philadelphia	+ 3	+ 4
Reading	0	+19
Scranton	r 0	— 8
Wilkes-Barre—Hazleton	+13	— 5
Cleveland District	+ 7	+ 7
Metropolitan Areas		
Lexington	— 2	—17
Akron	+ 4	— 2
Canton	+ 6	+14
Cincinnati	— 3	+ 3
Cleveland	+10	+17
Downtown Cleveland	+ 4	+11
Columbus	+10	+ 5
Springfield	+12	+ 9
Youngstown	+ 6	+ 3
Erie	+11	+10
Pittsburgh	+10	+ 5
Downtown Pittsburgh	+ 9	+ 5
Wheeling-Steubenville	+ 5	— 8
Richmond District	+ 3	+ 1
Metropolitan Areas		
Washington	+ 2	+ 1
Downtown Washington	r— 4	— 4
Baltimore	+ 2	+ 1
Downtown Baltimore	— 9	—12
Richmond	+ 4	+ 3
Atlanta District	+ 3	r+ 3
Metropolitan Areas		
Birmingham	— 5	—19
Mobile	— 2	*
Jacksonville	— 2	*
Miami	+11	+10
Downtown Miami	+11	+10
Atlanta	— 1	— 1
Augusta	+12	*
Columbus	— 7	*
New Orleans	+13	+ 2
Knoxville	+ 5	+16
Chicago District	+ 9	+ 7
Metropolitan Areas		
Chicago	+ 5	+ 2
Indianapolis	+13	+20
Detroit	+12	+13
Grand Rapids	+18	+10
Milwaukee	+14	+ 8
St. Louis District	+ 1	+ 4
Metropolitan Areas		
Little Rock	— 3	+16
Louisville	— 3	+ 4
St. Louis	+ 2	+ 1
Memphis	+ 5	+ 7
Minneapolis District	+ 2	+ 6
Metropolitan Areas		
Minneapolis-St. Paul	+ 2	+ 6
Minneapolis and Suburbs	+ 1	+ 7
St. Paul	+ 4	+ 4
Cities		
Duluth-Superior	+ 7	+ 1
Kansas City District	r— 1	+ 4
Metropolitan Areas		
Denver	— 7	+15
Topeka	+ 4	— 7
Wichita	— 5	— 7
Kansas City	+ 3	+ 1
Downtown Kansas City	—10	— 6
St. Joseph	+ 2	+ 8
Lincoln	r+ 6	— 6
Albuquerque	+18	*
Oklahoma City	— 6	+ 2
Tulsa	— 9	+11
City		
Joplin	— 5	— 3
Dallas District	0	+ 8
Metropolitan Areas		
Dallas	+ 8	+13
El Paso	— 3	+ 3
Fort Worth	+ 4	— 3
Houston	— 2	+27
San Antonio	— 3	0
San Francisco District	+ 8	+ 9
Metropolitan Areas		
Los Angeles-Long Beach	+ 9	+11
Downtown Los Angeles	— 1	+ 1
Westside Los Angeles	+ 7	+ 7
Sacramento	+20	+14
San Diego	— 2	0
San Francisco-Oakland	+ 7	+11
San Francisco City	+ 9	+ 8
Oakland	+ 2	+ 7
San Jose	+13	+29
Portland	+ 9	+ 9
Salt Lake City	+ 7	+ 7
Seattle	— 1	+ 5
Spokane	+ 4	+ 3
Tacoma	+ 2	+ 6

r—Revised. *Data not available.

Meade Joins Ellington

Linton Meade, formerly with Benton & Bowles, has joined Ellington & Co. as senior copywriter.



LIVING IT UP IN ANN ARBOR

Charcoal broiled steaks . . . mmmmm . . . baked potatoes . . . ah . . . a crisp tossed salad . . . an ice cold drink . . . these are the makings of a wonderful back yard family dinner. Folks in Ann Arbor like to "live it up." One reason is they are in higher-than-average income brackets. Another is they have learned how to shop economically. This they do by first reading the offerings of the many local food outlets appearing regularly in The Ann Arbor News. Attractive supermarkets—A & P, Kroger's, National Food Stores, Stop & Shop and Wrigley's, plus several convenient Val-U-Way local cooperative markets and quality independent grocers—do the rest.

For your food advertising, The Ann Arbor News provides more complete coverage than any other newspaper circulated in this area. The people in 15,188 homes in Ann Arbor and 10,860 in the trading area will receive your message any day of the week, except Sunday.

THE ANN ARBOR NEWS

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Oscar Katz Gets Top Programming Post at CBS-TV

(Continued from Page 3)
formerly handled by Mr. Robinson; but he has not been given his predecessor's title of exec vp. Mr. Katz's new title is vp, network programs. The only exec vp in the CBS-TV hierarchy now is James T. Aubrey Jr., who was elevated to that status shortly before Mr. Robinson left CBS.

■ Following the resignation of Mr. Robinson, who is packaging the 1959-60 series of Ford specials for NBC, his CBS job was offered to Tom McDermott, Benton & Bowles program executive. Mr. McDermott passed up the bid in favor of an exec vp post at Four Star Films. After Mr. McDermott turned down the CBS post, a number of other agency and tv figures were mentioned as possible candidates.

Reporting to Mr. Katz in his new assignment will be the other four program vps: Michael Dann, network programs, New York; Robert Weitman, program development; William Dozier, network programs, Hollywood, and Guy Della Cioppa, director of network programs.

Frank Stanton, longtime president of the Columbia Broadcasting System, also came up via the research route. #

WGN-TV Signs RCA for 'Great Music' Sponsorship

Radio Corporation of America, Camden, N. J., has signed for one-third sponsorship to "Great Music from Chicago" 26-week tv series to be presented over WGN-TV, Chicago, beginning Oct. 18 (AA, Aug. 10).

John Price Joins Scheaffer

John Price has joined E. J. Scheaffer & Associates, Miami agency, as director of radio and television. Mr. Price was formerly news director of WKAT, Miami, and southern bureau chief for the Mutual Broadcasting System.

'High Fi' Names Agency

High Fidelity, Great Barrington, Mass., magazine and publisher of *Stereo Yearbook*, has appointed Royal & deGuzman Inc., New York, as publishing and advertising counsel.

TDI Opens Chicago Office

Transportation Displays Inc., New York, has opened a Chicago office at 333 N. Michigan Ave. John S. Hurlbut has been named Chicago manager.

A. J. Underwood Retires

A. J. Underwood retired Aug. 1 from the Detroit advertising office of the Society of Automotive Engineers, where he had been in charge since 1933.

O. Mayer Names Loomas

Menelaus S. Loomas, district sales manager for Oscar Mayer & Co., has been promoted to sales promotion manager of the company's Philadelphia plant.

Pullman Changes Name

Pullman-Standard Car Mfg. Co., Chicago, has become a division of its parent company, Pullman Inc. The new division is now known as Pullman-Standard.

* if

if you use glossy photos for advertising, promotion or publicity . . .

if you appreciate the advantages of using highest quality photos . . .

and still like a good deal on price

if you need prints *right now* when you need them . . .

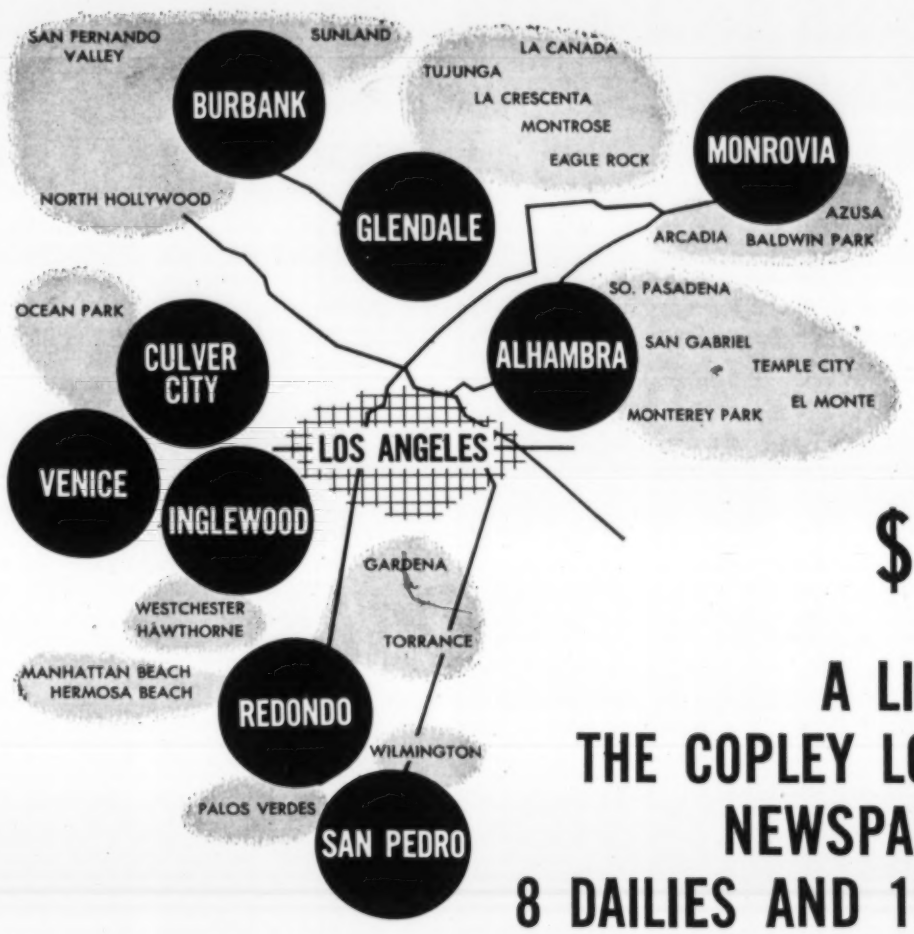
you, sir, are a *natural* to do business with QPC*

write for samples and price list! (or phone, it's quicker)

*

QUANTITY PHOTO CO.

119 W. Hubbard St., Chicago 10, Ill.
SUperior 7-8288



$1.38

A LINE FOR ALL
THE COPLEY LOS ANGELES NEWSPAPER GROUP:
8 DAILIES AND 15 WEEKLIES

ALHAMBRA POST-ADVOCATE
El Monte Post-Advocate
Alhambra Post-Advocate Shopper

BURBANK DAILY REVIEW
Burbank Review Shopping News

CULVER CITY STAR-NEWS & VENICE EVENING VANGUARD
Culver-Palms Advertiser
Mar Vista Advertiser
Venice Advertiser
Baldwin Hills Advertiser

GLENDALE NEWS-PRESS
Glendale News-Press Shopper

INGLEWOOD DAILY NEWS *
Hawthorne Citizen
Lennox Citizen
Westchester Citizen

MONROVIA DAILY NEWS-POST
Monrovia-Duarte News Advertiser

SOUTH BAY DAILY BREEZE
(Redondo Beach, Hermosa Beach, Manhattan Beach)
South Bay Breeze Advertiser
South Bay Breeze Peninsula Advertiser

SAN PEDRO NEWS-PILOT
San Pedro News-Pilot Advertiser

* Included in the Group Buy, but not members of the Copley organization

One order—at one discounted rate—buys the entire Copley Los Angeles Newspaper Group: 8 strategically located dailies, plus their 15 supplementary weeklies, with a total circulation of 432,005*.

And these "hometown" newspapers give you the penetrating coverage, flexibility, and merchandising support you need to sell Greater Los Angeles. Remember, the Copley Los Angeles Group is yours with one order, one billing, one combination rate: $1.38 a line. You save 31% as compared with total individual rates, and you get productive coverage of 31 key communities.

For the detailed story of this group buy, ask any office of the WEST-HOLLIDAY CO., INC.

*Circulation total includes 104 533 A. B. C. Daily Paid; balance Guaranteed Controlled Circulation.

"The Ring of Truth"

COPLEY NEWSPAPERS

THE GREATER LOS ANGELES GROUP

The best 15% in advertisi

WORLD'S LARGEST RETAIL MARKET THAT CAN BE REACHED

. . . the 15% of the total U. S. market covered by

Family Weekly

. . . important plus coverage of America's mighty middle markets

By every measurement—markets, coverage and performance—FAMILY WEEKLY does a whale of a job in covering a major part of your total sales potential.

It's big! More than ONE out of every 6½ persons in the entire U.S. lives in the giant market covered by FAMILY WEEKLY —27,291,600 consumers, 15.5% of the U.S. total.

It's booming! ONE dollar out of every $6.75 spent at retail throughout the entire U.S. is spent in the mighty middle markets covered by FAMILY WEEKLY—$29,852,066,000 in retail sales.

It's saturated! FAMILY WEEKLY's saturation coverage is a prime factor in producing sales for its advertisers. In its giant 556-county coverage area where its coverage is 20% or more, FAMILY WEEKLY reaches an average of 53% of all homes. It reaches an average of NINE out of every ten families in its 184 city zones.

A big plus! Its unique market and coverage pattern gives FAMILY WEEKLY a special significance for advertisers. It is an important part of 184 local newspapers that are shopped day in and day out by 4,720,507 homemakers. Dealers are quick to tie in with FAMILY WEEKLY advertising because they know it is read by their customers. They know it produces sales.

Selected markets! FAMILY WEEKLY's 184 markets have been selected for coverage because of their importance as major buying centers for the areas they serve. They are strategically located from coast to coast. They are America's mighty middle markets, important to any national coverage picture. No other national medium equals FAMILY WEEKLY's coverage and impact in this major segment of the total market. It delivers a big plus to any national schedule.

Alone or in combination with other Sunday magazines, FAMILY WEEKLY delivers top performance. Your FAMILY WEEKLY representative has the full story. Call him in soon.

FAMILY WEEKLY MAGAZINE, Inc.

Leonard S. Davidow, *Publisher*

Patrick E. O'Rourke, *Advertising Director*

153 North Michigan Avenue, Chicago 1

NEW YORK 22: 405 Park Avenue

DETROIT 2: 3-223 General Motors Bldg.

CLEVELAND 15: 604 Hanna Bldg.

ATLANTA 3: Cogill, Pirnie & Brown, 1722 Rhodes Haverty Bldg.

ng

IN SUCH DEPTH WITH A SINGLE MEDIUM.

PHOTO REVIEW OF THE WEEK

Torno McCaskill Lowen Atkinson Hageman

PERUSING—*Checking over published works by speakers at the Advertising Age workshop are Philip Torno, Jordan Wines Ltd., Toronto; Kenneth E. McCaskill, McConnell, Eastman Co., Winnipeg, Man.; Irven Lowen, Suprecrete Ltd., Winnipeg; Maurice Atkinson, Jacob Ruppert, New York, and Edward M. Hageman, Lambert, Dawson, Hageman, Dayton, O.*

FIFTY—*Geoffrey Wade, president, Wade Advertising, presents a miniature gold cloth money bag containing 50 silver dollars to Mrs. Edna Phillips, 23 years a secretary in the Chicago office, on the occasion of the agency's 50th anniversary. Similar celebrations were held in the New York and Los Angeles offices of Wade.*

NEW CAMPAIGN—*Skyline Homes Inc., Elkhart, Ind., maker of prefabricated homes, launches a new campaign in the Aug. 29 Saturday Evening Post. Ray C. O'Keefe Advertising, Chicago, handles.*

BACKING—*What is described by James B. Beam Distilling Co. as the biggest full-color promotion it has ever undertaken in magazines, newspapers and outdoor for its Jim Bean bourbon, will receive backing on the Pacific Coast with 19 outdoor bulletins like this. The bulletins carry the same art and copy featured in the national campaign. Edward H. Weiss & Co., Chicago, is the agency.*

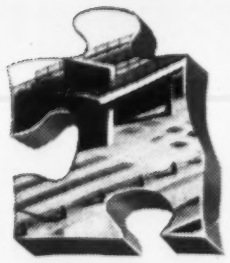
Vaughn Dye Neall Traynor Duncan Prince Rooney Macheca

AGENCY MEN—*Among the many agency men who attended the creative ad workshop were Mauri Vaughn, William Dye, Joseph Neall and Norman Traynor, Ross Roy Inc., and Gene Duncan, Jack Prince, William Rooney and John Macheca, D'Arcy Advertising. The center picture was taken at the WGN-TV studios.*

Lochrie Hewlett Thomas Lobban Sabo Frampton Welch Bennett Goggin Saukerson Schmidt

GAB SESSION—*Exchanging ideas at the second annual Summer Workshop on Creativity in Advertising are Robert Lochrie, Louise Hewlett and Jack Thomas, Rippey, Henderson, Bucknum & Co.; Irene Sabo and Margaret Frampton, Personal Products Corp.; Don Lobban, Breithaupt, Milsom Ltd.; Don Welch, Watt Publishing Co.; Roger Bennett and Jack Goggin, Chicago Tribune; Norman Saukerson, Milwaukee Journal, and Carl Schmidt, Metropolitan Sunday Newspapers.*

What makes a newspaper great?



Deftly fitting together the puzzling pieces of the day's news has been rewarding work again this past year for the staffers and editors of the Minneapolis Star and Tribune.

To the Star and Tribune's Western European correspondent Graham Hovey went the *1958 Overseas Press Club of America Award* for The Best American Press Interpretation of Foreign Affairs. "Hovey," said the citation, "sought to make sense of the morass of caucuses, maneuvers and technicalities that were beclouding the daily dispatches from the United Nations. The incisive articles that resulted could only enrich the reader's understanding."

Hovey's United Nations coverage was also among the factors mentioned by the *National Headliners Club* in presenting the Minneapolis Star and Tribune with a special citation for consistently comprehensive coverage of local, national and foreign affairs during 1958.

Another factor: the Minneapolis Star Program of Information on World Affairs (now in its 13th year) through which 80,000 Upper Midwest high school students gain a clearer understanding of world news events.

Robert Hewett, the Star and Tribune's Middle East staff correspondent, based in Beirut, is a former *National Headliners Club* award winner for his reports in the Star on life in communist countries.

Also recently cited by the *Headliners Club:* Minneapolis Tribune science writer Victor Cohn for his brilliant series on Russian science, "The Year of the Sputnik," written after extensive travel in Russia. This same series has also just won for Cohn a coveted *Sigma Delta Chi award* for distinguished service in journalism, the third such honor that has come to him.

Penetrating reporting, accurate and complete news coverage, and clear, concise editing are day-after-day, cover-to-cover objectives of the Minneapolis Star and Tribune—objectives which have earned for these two good newspapers the regular readership and responsive regard of an entire region: the 3⅛ state Upper Midwest area.

Minneapolis Star *and* Tribune

EVENING MORNING & SUNDAY

640,000 SUNDAY · 500,000 DAILY

JOHN COWLES, *President*

Copr., 1959, The Minneapolis Star and Tribune Co.

MARKETING FACT FILE: TRAVEL

THE TRAVELER IS A WOMAN

FACT: "63 per cent of the new visitors to Europe are women and a high level of education is the most important single characteristic of this female market."
Source: "American Tourists in Europe" issued by the European Travel Commission

Six out of every 10 CHARM **readers are college educated as compared to slightly over one out of every 10 American women.**

LAST YEAR 103 distinguished travel advertisers reached their most knowledgeable market in ***CHARM*** – The Magazine for The Exciting Woman With A Job.

CHARM IS THE MOST SUCCESSFUL WOMAN'S MAGAZINE IN THE TRAVEL FIELD

CHARM SETS WOMEN IN MOTION

CHARM

575 MADISON AVE., NEW YORK 22, N.Y.

Topps to Launch Bazooka Bubble Gum Overseas

Topps Chewing Gum, Brooklyn, has appointed Gotham-Vladimir Advertising, New York, to handle its international advertising. The agency reports it is studying the overseas sales potential for Bazooka Bubble Gum.

Gotham-Vladimir also has named Kenneth C. Webb a copy-contact executive on Monsanto Chemical. Mr. Webb formerly was with Wildrick & Miller for 10 years.

White & Shuford Names Snapp

Jack W. Snapp has been named media director of White & Shuford, El Paso agency. Mr. Snapp, a junior partner, will also continue his duties as office manager.

Harrison Adds Two

Corgi Toys, British maker of scale models, and Wood Finishing Products Co., New York, have appointed Lester Harrison Inc., New York, to handle advertising.

Midwestern Dailies' First Half Linage Gains Told by IDPA

CHICAGO, Aug. 11—Midwestern newspapers in the 18,000-to-27,000 circulation group registered sharp gains in the first half in classified and national advertising, contributing to an over-all ad linage gain for that group of 4.2% over 1958's first half, according to the Inland Daily Press Assn'.s advertising index.

The association reports that the average linage gain for the "25,000 average" circulation group was 2.9% in local display ads, 8.5% in classified, 4.6% in national automotive, 9.6% in other national ads, 9.3% for all national advertising and 4.2% for all advertising both local and national.

■ In the "10,000" circulation group—the average of 33 Inland newspapers with circulations between 8,000 and 12,000 and averaging 11,100—the average linage gains were 1.4% for local display, 5.6% for classified, and 6.6% for national ads other than automotive. The national automotive ad linage dropped 3.9% in the first half, leading to a total national linage gain for this group of 4.4%. The linage for all ad categories for this group was 2.3% in the first half.

The 8.5% linage gain in classified ads for newspapers in the 25,000 average circulation group in the first half is reflected in Media Records data on newspapers in 52 cities showing a 13.5% linage gain for the classified ad category. In this group there was also a gain of 3.3% in local display linage and 6.4% in national auto linage. In other national linage, however, there was a drop of 0.7%, producing a total national linage gain of 1.3%. This group's total ad linage for the first half was 5.6%. ≠

Mennen Realigns Brands; Plans 16 New Products

Mennen Co., Morristown, N.J., has realigned brands between its agencies, Grey Advertising and Warwick & Legler. Grey, in addition to Foam Shave, Afta, Quinsana pre-shave lotion and baby products, will also handle Date-Line stick deodorant plus new products to be announced. Warwick & Legler, which already handles Skin Bracer, cologne, spray deodorant and Speed-Stick deodorant, will also handle tube shave creams, men's talcs and new products.

The company said the realignment was brought about by "an accelerated expansion program which calls for the introduction of 16 new products in 1960, some of which will be introduced nationally and some in test markets."

Tidewater Boosts Two

Walter Brunn, Tidewater Oil Co. marketing executive, has been named special assistant to the general manager in charge of the western division covering seven states and Hawaii. Mr. Brunn has been manager of Tidewater's marketing operations in the western division and has been assistant to the administrative vp for marketing, assistant domestic sales manager and retail sales manager. D. T. Whalen, previously retail sales manager, has been named to succeed Mr. Brunn as marketing manager for the western division.

WTOL-TV Names Kapel

George Kapel has been appointed general sales manager of WTOL-TV, Toledo. Mr. Kapel, formerly general sales manager for KXTV, Sacramento, succeeds Ruskin B. Stone, who has resigned.

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

Current Deals and Offers

Instant coffee, tea, soft drinks, canned tuna and pet foods accounted for a major portion of the deals and offers noted by ADVERTISING AGE in a spot check of Thursday, Aug. 6, editions of nine newspapers.

The newspapers were the *Boston Traveler, Columbus Dispatch, Dallas Times Herald, Detroit News, Knoxville News-Sentinel, Miami Herald, Minneapolis Star, San Diego Tribune* and *South Bend Tribune.*

The nine were selected from among a number of newspapers scattered geographically and from markets often used by advertisers as test markets. Since offers made by manufacturers (retail store specials are not included) tend to appear in a number of newspapers on the same day, whenever an offer is listed for the first time all the other cities in which it appears are given. These offers are not listed again for the newspapers in those cities.

Product	Ad Size	Offer
Boston Traveler		
Pfeiffer's thousand island dressing	4x150	14¢ off noted on label.
Minute Maid concentrated orange juice	5x200	Three 5-oz. plastic tumblers for 25¢ plus two can tops. Also in Dallas, Miami, San Diego.
Tabby cat food	2x75	Plastic cover for opened cans for three Tabby labels.
Cain's potato chips	4x50	28-oz. bottle of Finast ginger ale free with purchase of 10½-oz. bag of Cain's potato chips.
Columbus Dispatch		
Clorox Bleach	6x150	Free dish cloth attached to ½-gal. bottle. Also in San Diego.
Folger's instant coffee	2x35	20¢ off noted on 6-oz. jar label (in Big Bear general ad).
Friskies meal dog food	5x250	10¢ off coupon good on any size box.
Pan O'Gold chicken sections	5x200	50¢ cash refund from manufacturer for one label from container of breasts, half chickens or drumsticks and thighs.
Land O'Lakes butter	5x200	10¢ off coupon good on one pound.
Blue Bonnet margarine	4x65	12¢ off coupon good on two pounds.
Maxwell House instant coffee	Page	20¢ off noted on 10-oz. jar. Also in Dallas.
Pepsodent toothbrush	1x30	Toothpaste sampler packaged with brush (in Walgreens general ad).
Dallas Times Herald		
Clorox bleach	6x150	Free Ivalon sponge attached to ½-gal. bottle. Also in Knoxville, Miami.
Folger's instant coffee	5x200	15¢ off noted on 6-oz. jar.
Our Own tea bags	2x50	16 bags packaged as "free" with regular 48-bag box (in A&P ad). Also in South Bend.
Lanolin Plus	3x250	60¢ 1-oz. bottle free with purchase of 2-oz. bottle for $1.
Ipana toothpaste	2x40	15¢ off marked on large size.
Detroit News		
None		
Knoxville News-Sentinel		
Super Suds blue detergent	1x40	7¢ off noted on large box (in Cas Walker's general ad).
Fab	1x40	3¢ off on large box (in Cas Walker's general ad).
McCormick tea bags	2x30	12¢ off noted on 48-bag box (in Cas Walker's general ad).
Borden's Gruyere cheese	1x30	5¢ off noted on eight-slice package (in Cas Walker's general ad).
Miami Herald		
Borden's instant chocolage	5x200	5¢ off noted on 1-lb. box.
Star-Kist tuna	6x200	8¢ off coupon good on any size can; also $10,000 sweepstakes.
Breast O' Chicken tuna	2x200	Salt and pepper mill set for $2 plus three package labels. Also in Minneapolis, San Diego.
Minneapolis Star		
Clover Leaf Shake-O-Lette chocolate drink	4x300	10¢ off coupon, good on six-pac.
San Diego Tribune		
Nu Soft laundry rinse	4x150	50¢ cash refund for one label.
Ping, Pong and Pi-Li fruit drinks	5x200	10¢ off coupon good on one can of any one of the three drinks.
South Bend Tribune		
Shedd's salad dressing	3x100	7¢ off noted on one qt. jar label.

Jesse Falini Forms Warren Advertising

Jesse R. Falini, formerly the senior partner in the former Reed/Warren Advertising, Philadelphia, has formed Warren Advertising, at 1516 Summer St., Philadelphia. Mr. Falini and his partner, William Schurr, dissolved their partnership July 31, after about five years' duration. Mr. Schurr has opened William Schurr Co. at 1614 Spruce.

The majority of the Reed/Warren personnel including Norman S. S. MacAfee, account executive; John G. Knecht, copy director; Sally Stull, media supervisor; and Guido di Giuseppe, associate art director, will be associated with Mr. Falini in Warren Advertising. Mr. Falini will be president and creative director of the new agency.

Hotel Corp. Names Neumann

George J. Neumann, assistant national sales director of Hotel Corp. of America, Boston, has been promoted to national advertising and sales promotion coordinator.

New Revlon Item to Warwick

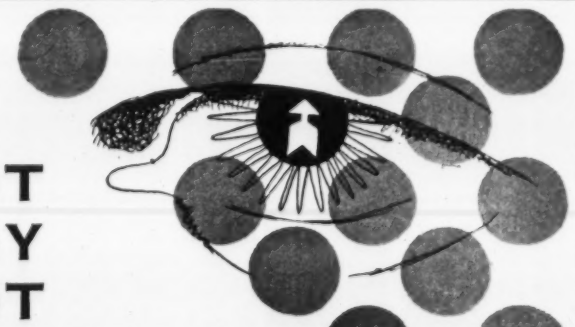
Revlon Inc., New York, has assigned the advertising of a new make-up product to Warwick & Legler, New York, agency for a number of other Revlon products.

BIGGEST APRON Value in U.S. **7½¢ EA.**

FREE SAMPLE

World's greatest premium... PLASTIC HOSTESS APRONS . . . for only 7½¢ each . . . in quantity! EXTRA-LARGE size. Very attractive. For free-give-aways, tie-ins, store-openings, etc. Write for free sample. No obligation.

L & M COMPANY, Dept. 929
415 N. 8th St., St. Louis 1, Mo.

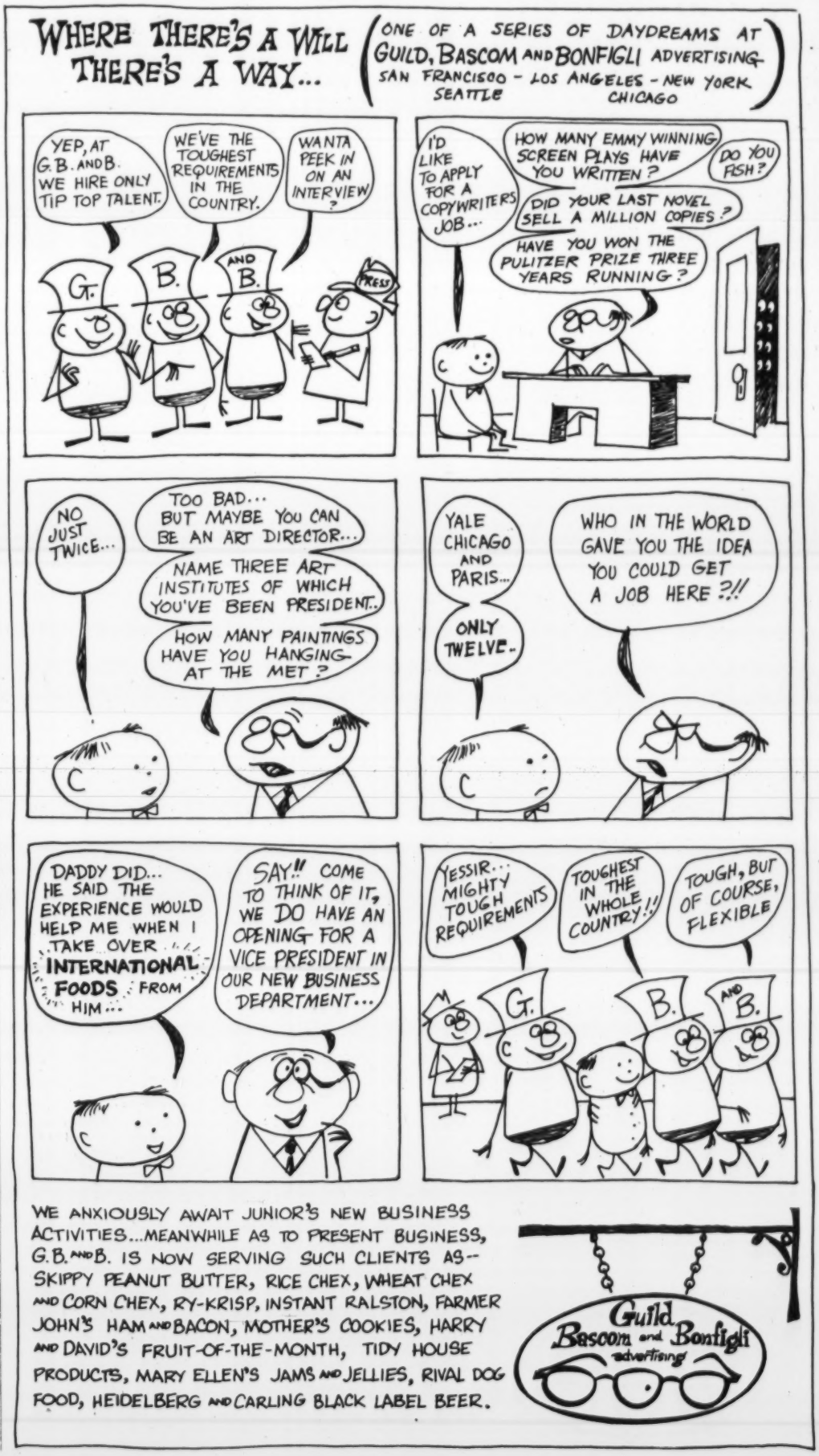


DOT BY DOT INSPECTION

of critical reproductive areas is one of the time-consuming secrets of making fine photoengravings. The best mechanical facilities must be supplemented by the hand craftsmanship of the finisher who, at C M & H, does not compromise with quality.

COLLINS, MILLER & HUTCHINGS, INC.
333 WEST LAKE STREET, AT WACKER DRIVE
CHICAGO 6, ILLINOIS

America's Finest Photoengraving Plant for Letterpress and Gravure


WHERE THERE'S A WILL THERE'S A WAY...
(ONE OF A SERIES OF DAYDREAMS AT GUILD, BASCOM AND BONFIGLI ADVERTISING SAN FRANCISCO - LOS ANGELES - NEW YORK SEATTLE CHICAGO)
YEP, AT G.B. AND B. WE HIRE ONLY TIP TOP TALENT.
WE'VE THE TOUGHEST REQUIREMENTS IN THE COUNTRY.
WANTA PEEK IN ON AN INTERVIEW?
G.
B.
AND
B.
PRESS
I'D LIKE TO APPLY FOR A COPYWRITERS JOB...
HOW MANY EMMY WINNING SCREEN PLAYS HAVE YOU WRITTEN?
DO YOU FISH?
DID YOUR LAST NOVEL SELL A MILLION COPIES?
HAVE YOU WON THE PULITZER PRIZE THREE YEARS RUNNING?
NO JUST TWICE...
TOO BAD... BUT MAYBE YOU CAN BE AN ART DIRECTOR...
NAME THREE ART INSTITUTES OF WHICH YOU'VE BEEN PRESIDENT..
HOW MANY PAINTINGS HAVE YOU HANGING AT THE MET?
YALE CHICAGO AND PARIS...
ONLY TWELVE-
WHO IN THE WORLD GAVE YOU THE IDEA YOU COULD GET A JOB HERE?!!
DADDY DID... HE SAID THE EXPERIENCE WOULD HELP ME WHEN I TAKE OVER INTERNATIONAL FOODS FROM HIM...
SAY!! COME TO THINK OF IT, WE DO HAVE AN OPENING FOR A VICE PRESIDENT IN OUR NEW BUSINESS DEPARTMENT...
YESSIR... MIGHTY TOUGH REQUIREMENTS
TOUGHEST IN THE WHOLE COUNTRY!!
TOUGH, BUT OF COURSE, FLEXIBLE
G.
B.
AND
B.
WE ANXIOUSLY AWAIT JUNIOR'S NEW BUSINESS ACTIVITIES...MEANWHILE AS TO PRESENT BUSINESS, G.B. AND B. IS NOW SERVING SUCH CLIENTS AS-- SKIPPY PEANUT BUTTER, RICE CHEX, WHEAT CHEX AND CORN CHEX, RY-KRISP, INSTANT RALSTON, FARMER JOHN'S HAM AND BACON, MOTHER'S COOKIES, HARRY AND DAVID'S FRUIT-OF-THE-MONTH, TIDY HOUSE PRODUCTS, MARY ELLEN'S JAMS AND JELLIES, RIVAL DOG FOOD, HEIDELBERG AND CARLING BLACK LABEL BEER.
Guild Bascom and Bonfigli advertising

Zenith Executive Vice President Len Truesdell has been an Electrical Merchandising reader for 25 years

Len Truesdell, named international Sales Executive of the Year for his key role in Zenith's dramatic gains and top position, has this to say about Electrical Merchandising: *"I never miss reading Electrical Merchandising . . . depend on it for summaries of facts and conditions. It is a basic in this business, and has sparked many important merchandising trends."*

Rudyard C. McKee

McKee Moves from McCann to Thompson

NEW YORK, Aug. 11—Rudyard C. McKee has resigned from McCann-Erickson Inc. to join J. Walter Thompson Co.

Mr. McKee was administrative vp of McCann's New York office and an account group head for food and drug clients. He was also one of the agency's 12 directors. He had been with McCann since 1949.

At Thompson Mr. McKee will be a management account supervisor.

At McCann Mr. McKee's administrative duties will be assumed by Frank Gilday, formerly operations manager of the radio-television department. #

Macfadden Revenue Up

In its Aug. 10 issue, ADVERTISING AGE reported two sets of figures covering net earnings and income for Macfadden Publications in the six month period ended June 30. Actually, the company reported only one set of figures for net income or earnings, $346,053 for the first half of 1959 as against $237,098 for the like period in 1958. The $183,510 reported by AA as net income was actually the net figure for other income of Macfadden apart from regular operating income. Gross revenue for the first half of 1959 was $9,097,160, as against $8,516,840 for the same period in 1958.

Manoff Boosts Three

Richard K. Manoff Inc, New York agency, has promoted William A. Hartman from account supervisor to vp and director of marketing and research, a new post. Succeeding Mr. Hartman as account supervisor on Welch Grape Juice account is Robert R. Kibrick, formerly media director of the agency. Mr. Kibrick was also named a vp. Succeeding Mr. Kibrick as media director is his former assistant, Stanley Newman.

MPA Sets Fall Conference

The annual fall conference of the Magazine Publishers Assn. will be conducted at the Commodore Hotel, New York, on Sept. 29. The day-long conference will be divided into a morning session on "How to promote editorial content to readers and advertisers," and an afternoon sales clinic, "New ideas on how to sell editorial content."

O'Neil Joins Apsco Products

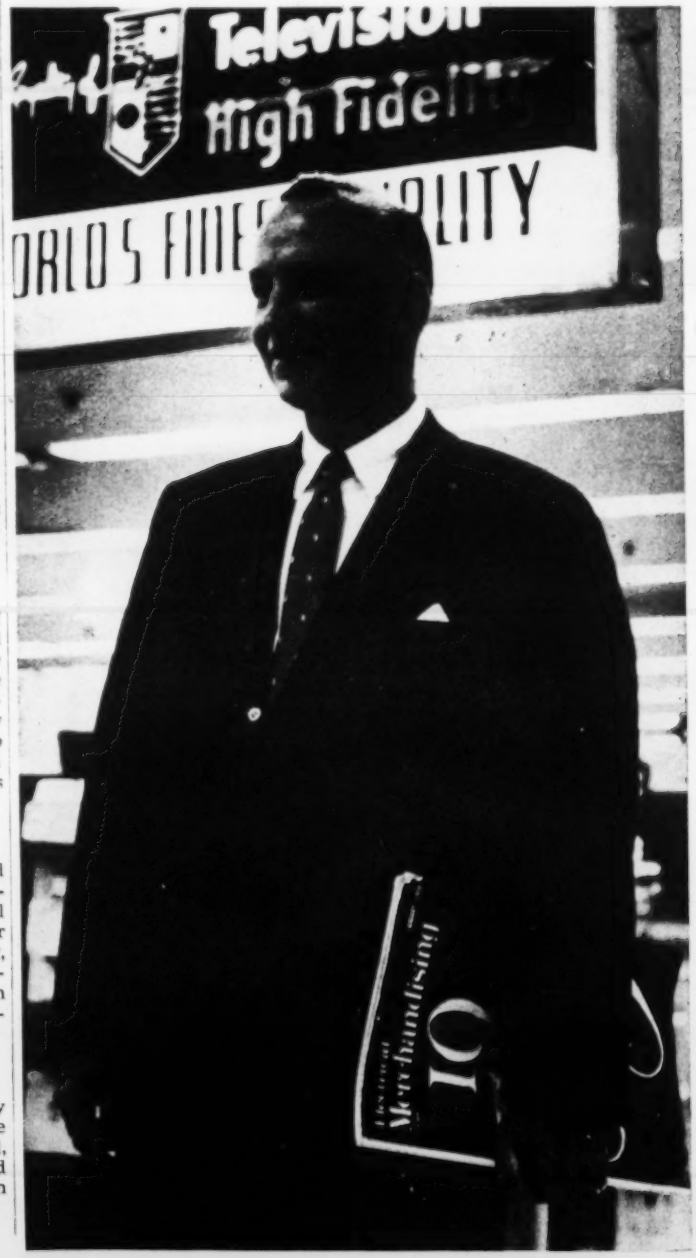
Charles J. O'Neill has joined Apsco Products, Los Angeles, maker of pencil sharpeners, and will handle advertising and customer relations, succeeding Irv Burg, who resigned. Mr. O'Neil was formerly a market consultant with the John B. Knight research company in Los Angeles.

Cundall Joins Guild, Bascom

Alan W. Cundall, former copy chief and account executive in the San Francisco office of Botsford, Constantine & Gardner, has joined Guild, Bascom & Bonfigli, San Francisco, as a copywriter.

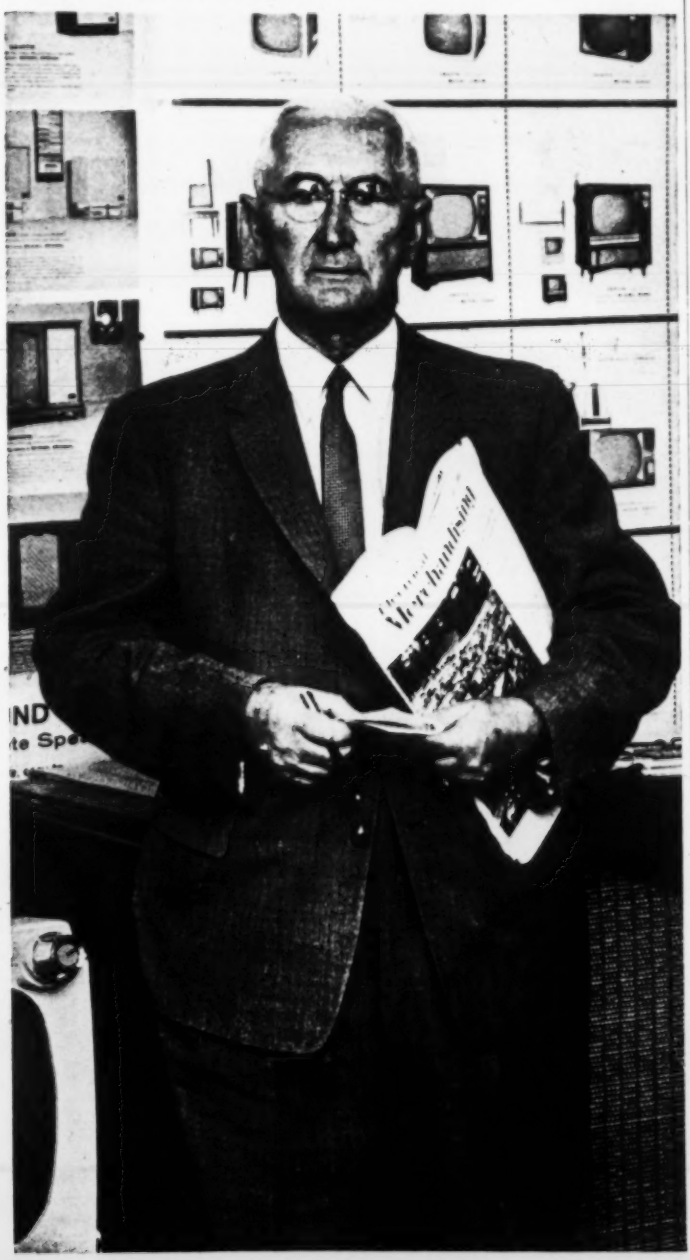
Zenith Distributor Jim Peirce has been an Electrical Merchandising reader for 30 years

Say Distributor: say Philadelphia: and you say Peirce-Phelps, almost automatically. Few other Distributors are as closely identified with their markets. Says Jim Peirce about E.M.: *"I simply can't imagine an appliance-electronics industry without E.M. It's a top working-idea source for us. We read it regularly, and we recommend our Dealers do, too."*



Zenith Dealer Al Werry has been an Electrical Merchandising reader for 35 years

No more picturesque or productive appliance-tv market than the San Francisco Bay Area, and no one understands it better than long-established dealer Alfred E. Werry, of Palo Alto. About E.M. Mr. Werry says: *"You either know what's new or your competitors teach you. We prefer to learn from the readable, reliable ads and articles in Electrical Merchandising."*



Maclean-Hunter Offers Split Tune in All 3 Magazines

TORONTO, Aug. 11—Maclean-Hunter Publishing Co. has announced split-run facilities for its three magazines, *Canadian Homes & Gardens, Chatelaine* and *Maclean's Magazine.*

Effective with the November issues each magazine will offer advertisers splits in any one of three combinations: (1) Eastern Canada and Western Canada; (2) Ontario-Quebec and the rest of Canada, and (3) Ontario and remainder of Canada.

In addition, the company said a "limited" number of advertisers may use only one area of a split. Only advertisers whose products are not distributed outside the split and do not advertise in any consumer media outside the split area are eligible for the oneway split, Maclean-Hunter added.

■ Extra charges for mechanical costs, which the magazines said are commissionable, run from $250 per b&w page to $625 for spreads. Cost for splits will be pro-rated on national circulation and rates. *Chatelaine* has a circulation base of 750,000 and a rate base of $4,580 per page; *Maclean's* circulation guarantee is 525,000 and rate is $3,460 per b&w page; *Canadian Homes & Gardens* guarantees 130,000, with a b&w page rate of $1,210. #

King Rejoins Mutual; Network Boosts 4, Adds 8 Stations

Charles King has rejoined Mutual Broadcasting System, New York, in his former post as director of station relations, after two years during which he held a similar post at NTA Film Network. In other appointments, Mutual has promoted Frank W. Erwin from director of cooperative programs to assistant to the president, a new post; Ray Diaz from station relations manager to director of station services and cooperative programs, a consolidation of two departments; Herbert J. Cutting to additional duties as sales services and affidavits director, and Stephen Joseph McCormick from news director to director of the Washington operations.

WOR, New York, has renewed its Mutual affiliation, and eight stations have joined the network. They are six former independents —KICO, El Centro, Cal.; WOHO, Toledo; WMOG, Brunswick, Ga.; KMHT, Marshall, Tex.; KITO, San Bernardino, Cal., and KOBY, San Francisco, and WJMK, Syracuse, a new station, and WTTM, Trenton, previously with NBC.

Certified Purchases KGLA

E. Edward Jacobson, president of Certified Store Broadcasting Co., Los Angeles and Chicago, has purchased KGLA, Los Angeles, for "in excess of $125,000" from Echo Park Evangelistic Assn., subject to the Federal Communications Commission's approval. KGLA is to be the key station for the west for the company, operator of "Storecasting" and "TuneTime" in Los Angeles and Chicago. Mr. Jacobson recently purchased KDWD, San Diego, subject to FCC approval.

Nielsen Reports Revenue Rise

A. C. Nielsen Co., Chicago, reports its nine-month service revenue rose to $19,709,315, up 11.3% over the 1958 figure. The company showed a net profit before taxes of $2,426,635, up more than 17% from the previous year's level. Net income was $856,735 at the three-quarter point in 1959, down slightly from income of $857,842 the previous year, but substantially duplicating the prior year's rate of $1.50 per share, Nielsen said.

At every level in every appliance-tv line the real Pros read and rely on Electrical Merchandising . . . to be sure

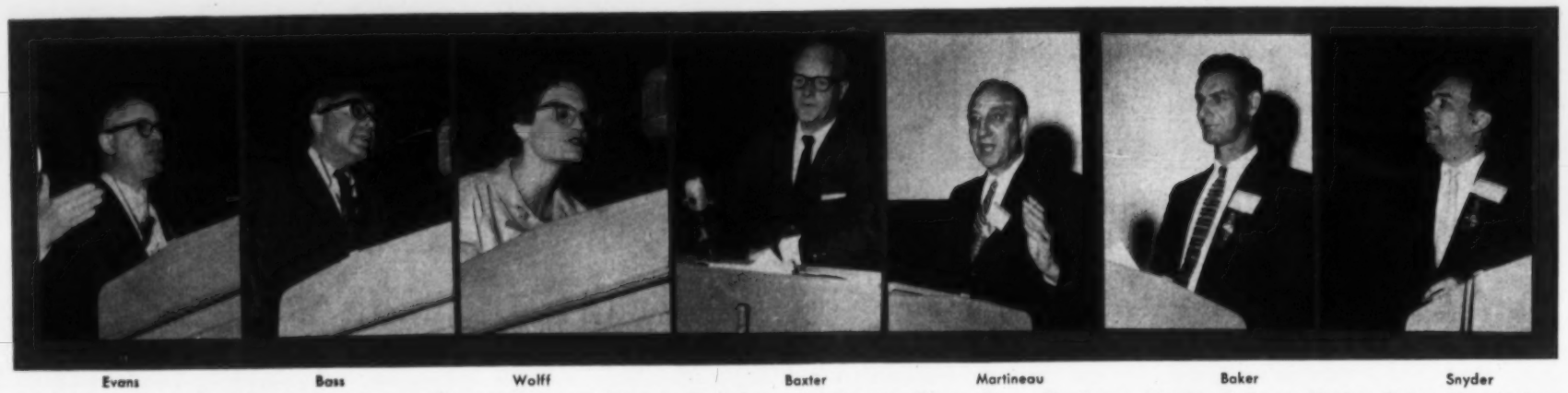
Here's why: Electrical Merchandising is the only magazine published for, and used by, the rich core of the appliance-tv industry. Every month more than 40,000 appliance men use this big, knowledgeable, handsomely put-together magazine in their jobs. The Pros pick the magazine with more *positive paid circulation,* more *proven reader interest:* Electrical Merchandising, *to be sure!*

Electrical
Merchandising

Magazine of the appliance-tv Pros

A McGRAW-HILL PUBLICATION ABC-ABP

Advertising Age Creative Workshop Draws Record Crowd



Evans Bass Wolff Baxter Martineau Baker Snyder

THE FACULTY—*Among the "faculty" members at the second annual Summer Workshop on Creativity in Advertising were Bergen Evans, professor of English, Northwestern University; Saul Bass, art consultant; Janet Wolff, J. Walter Thompson Co.; Jack Baxter, Creative House; Pierre Martineau, Chicago Tribune; Stephen Baker, Cunningham & Walsh, and Kenneth C. T. Synder, Needham, Louis & Brorby. All were speakers during the four-day seminar held in Chicago.*

Sherman Jones Bernstein Daniels King Sarrut White Sarra Dozier Foreman McMahan Sidebotham Graham

CREATIVE INSTRUCTORS—*Among the panelists and speakers at the creative workshop were Margot Sherman, McCann-Erickson; Arthur F. Jones, Cockfield, Brown & Co.; S. R. Bernstein, Advertising Age (who substituted for Hal Stebbins), and Draper Daniels, Leo Burnett Co., all members of a panel which judged print ads; LeRoy King, Food Topics; Andre Sarrut, Telefranc; Hooper White, J. Walter Thompson Co.; Valentino Sarra, Sarra Inc.; William Dozier, CBS; Robert L. Foreman, Batten, Barton, Durstine & Osborn; Harry W. McMahan, tv consultant; Jack Sidebotham, Young & Rubicam; and Ed Graham Jr., Goulding-Elliott-Graham Productions.*

Hayes Bradley Moure Fauntleroy Hutchison Balicki Wolff Thiel North Levin Crowley Pinson Stritzinger Winegar Phillips

THE STUDENTS—*Absorbing creative advertising lore at the creativity in advertising workshop are D. R. Hayes, W. E. Long Co.; L. Q. Bradley, Advertising Services Inc.; Russ J. Moure, Firearms International Corp.; J. H. Fauntleroy, National Rifle Assn.; Deane Hutchison, Clay Equipment Corp.; Edward Balicki, Janet Wolff, Richard North, and Mort Levin, J. Walter Thompson Co.; Eve Thiel, J. M. Mathes Inc.; Mack Crowley, Caldwell, Larkin & Sidener-VanRiper; Paul Pinson, Bundy-Freiday Studio; Chris Stritzinger, Potts-Woodbury, and Otis Winegar and Paul Phillips, Knox Reeves Advertising. Mr. Pinson conducts the "Drawthinks" feature in Advertising Age.*

Heath Mintz Kelly Burgess Mayer Anderson Hendell Courtice Marinello Davison Aves Brodsky Green Turean

HIGHER EDUCATION—*Among those attending the workshop were Donald Heath and Alan Mintz, Jackson Associates; V. E. Kelly, Maclean's Magazine; William E. Burgess, William E. Burgess Advertising; Arthur Mayer, Hicks & Greist; Alex Anderson, Guild, Bascom & Bonfigli; Manny Hendell, Bayuk Cigars Inc.; Richard Courtice, Kraft Foods; Jan Marinello and Leonard Brodsky, Garfield-Linn & Co.; E. F. Davison, John Turean and Wesley Aves, Aves, Shaw & Ring, and Benjamin Green, Bishopric/Green/Fielden.*

Cone Montgomery Hauser Colmes Weir Weiss Jones

THE OLD PROS—*Among the speakers at the workshop were Fairfax Cone, Foote, Cone & Belding; Charlotte Montgomery, Good Housekeeping; Philip M. Hauser, University of Chicago; Walter Colmes, Colmes-Werrenrath Productions; Walter Weir, Donahue & Coe; E. B. Weiss, Doyle Dane Bernbach, and Kensinger Jones, Campbell-Ewald Co.*

Jones James Kirkpatrick Kirkpatrick Brewer Kirchhoff Shank Sanchez Navan Gish

CREATIVE CONFAB—*Kicking around creative ideas at the summer ad workshop sponsored by Advertising Age—and attended by people from the U.S., Canada and Mexico—are William Jones, Frito Co.; William James, Tracy-Locke Co.; Dorothy and Euel Kirkpatrick, Kirk Advertising Art; William Brewer, Potts-Woodbury; Dale Kirchhoff, Gardner Advertising; Charles Shank, Foote, Cone & Belding; Carlos Sanchez, Publicidad Augusto Elias; and Gordon Navan and Dale Gish, Norman-Navan Inc.*

Beard Mango Kaufman Spencer O'Donnell Segal

WORKSHOPS SCENES—*The left hand picture shows the "classroom" in the Palmer House filled with "students" attending the four-day creative ad seminar. An ad for Dr. Pepper was one of 42 print ads judged by a panel of experts. Shown enjoying dinner are Philip Mango and Thomas O'Donnell, Chicago Tribune; L. L. Beard, Inland Homes Corp.; Allan Kaufman, creative consultant; Jean Spencer, J. M. Mathes Inc., and Bernard Segal, Haire Publishing Co.*

Weston Boettcher Novak Manske Edwards Broihier Edinger Ansley Percy Rickey McGaw Lisec Hameroff

TAKE TEN—*Relaxing between sessions at the workshop are Stewart Weston, Roche, Rickerd & Cleary; Clifford Boettcher, Western Advertising; Gene Novak, Rumrill Co.; Had Manske, Hardware Mutuals; C. M. Edwards, E. F. Broihier and R. A. Edinger, Heath Co.; Frank Rickey and Fritz Lisec, Merritt Owens Advertising; Jack Ansley, Fortune Shoe Co.; George Percy, Kendall Co.; Stephen McGaw, Jarman Shoe Co., and Eugene Hameroff, Hameroff Advertising.*

Gallery of Facts and Figures... on *Remarkable Rockford*

Houston Police Confiscate Copies of 20 'Lewd' Magazines

HOUSTON, Aug. 11—Seizure of copies of 20 magazines and arrests of five newsdealers and one grocer were part of a campaign against lewd literature which is currently arousing public interest in metropolitan Houston.

Trial date for the newsdealers and grocer, charged with sale and display of lewd literature, has not yet been set. All six are out on bond.

Magazines involved in the seizure were *Ace, Adam, Bold, Cocktail, Dude, Escapade, Fotorama, Gala, Gent, Hi-Lite, Harem, King, Lark, Lithe, Nugget, People, Playboy, Rogue, Scamp,* and *Tonight.* The case against *Playboy* was later dropped and the July issue in question was reinstated on the newsstands.

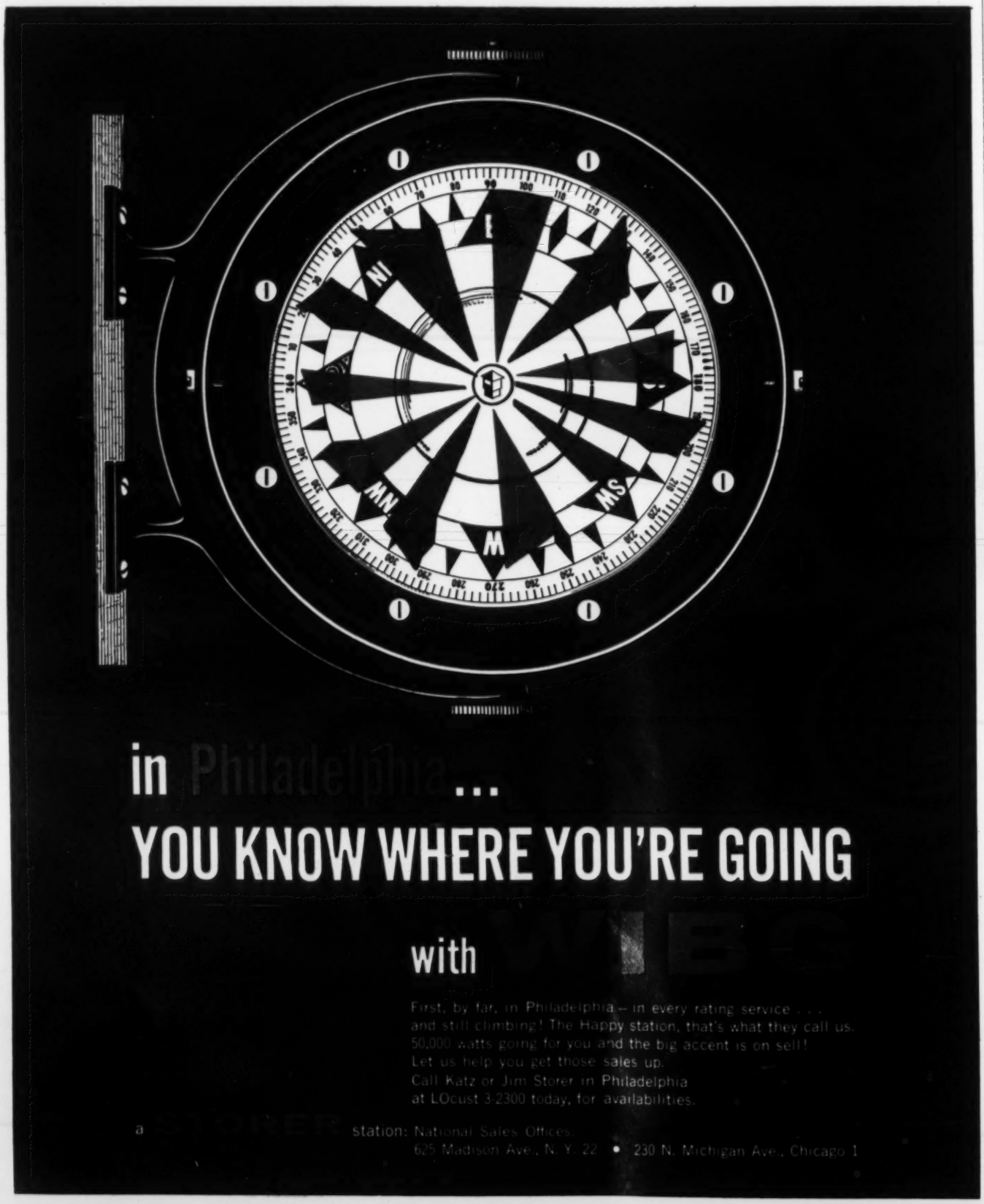
Commenting upon the legal standing of the material in the magazines in question, Seymour Lieberman, defense attorney for several publishers and newsdealers, asserted: "Neither the police nor the district attorney says it's obscene. Both the police and the D.A.'s office are passing the buck."

■ The *Houston Chronicle* asserted editorially on Page 1 July 28 that "It is not the obligation of the police or the district attorney to tell any newsdealer or anyone else what is pornographic or what isn't. If an officer sees a publication on a newsstand that he thinks violates state laws, then let him file charges and let the district attorney prosecute."

The *Chronicle* applauded the mayor's decision against the proposal made by Mr. Lieberman that he appoint a committee of lawyers to review magazines for pornographic content.

In commenting upon Postmaster Granville Elder's suggestion that the possession by a magazine of a second-class mailing permit be used as indicating the magazine passes legal standards, the *Chronicle* said: "The Post Office Department has no responsibility to serve as censor of what is sold locally. We are perfectly able to decide those things for ourselves."

■ Since the seizure most Houston newsstands have kept off their shelves virtually every magazine that they thought might be questionable. One newsstand displayed *Playboy*, a collection of "muscle" photo magazines, and filled the empty space with issues of *National Geographic Magazine* dating back as far as 1952. Another displayed *Sir* only, and a third major newsstand filled the racks with do-it-yourself manuals, plus a selection of unraided photo magazines put out by sunbathing societies. #


in Philadelphia...
YOU KNOW WHERE YOU'RE GOING
with
First, by far, in Philadelphia — in every rating service . . .
and still climbing! The Happy station, that's what they call us.
50,000 watts going for you and the big accent is on sell!
Let us help you get those sales up.
Call Katz or Jim Storer in Philadelphia
at LOcust 3-2300 today, for availabilities.
a
station: National Sales Offices:
625 Madison Ave., N. Y. 22 • 230 N. Michigan Ave., Chicago 1

Seagram Promotes Sobotka to Advertising Director

Jon Sobotka, national advertising manager of General Wine & Spirits Co., a division of the House of Seagram, New York, has been named director of advertising and sales promotion of the Seagram division.

Jon Sobotka

Before joining General Wine & Spirits Co., in 1955, Mr. Sobotka was director of advertising and publicity of Pharma-Craft Corp., a Seagram subsidiary specializing in pharmaceutical products.

Katherine Mills Sets Campaign

A fall ad campaign plugging carpets with the "floorward look" will be launched by Katherine Mills, New York carpet company, via a half-page color ad in September's *House & Garden*. Other ads will appear in *House Beautiful* and *Living for Young Homemakers*. Robert B. Kane Advertising is the agency.

Norman, Craig Names Two

Norman, Craig & Kummel, New York, has appointed Mike Chappell and Pete Greeman to its copy department. Mr. Chappell formerly was with Doyle Dane Bernbach Inc. Mr. Greeman previously was a copywriter with Batten, Barton, Durstine & Osborn.

Tulsa Ad Group Elects

John O. Whitney, Whitney Advertising, has been elected president of the Tulsa Advertising Federation. Other new officers are Norman Roszel, Wilson Advertising, 1st vp; Ken Domnick, National Bank of Tulsa, 2nd vp, and H. Hoppe Deupree, secretary.

MILADY—*During August and September this Milady's Blintzes 30-sheet outdoor poster will appear in 125 locations throughout the metropolitan New York market. The legend is printed in bright Day-Glo. The design and idea was created by Smith/Greenland Co.*

Now more than ever our phrase

Selling at the Point of Impression

carries new emphasis.

Powderless Etching of *copper* originals with our exclusive equipment and advanced method adds fresh brilliance and sharpness to color process and monochrome reproductions. And we do mean in the *publication* printing where it counts.

SELLING AT THE POINT OF IMPRESSION

HUTCHINGS & MELVILLE, INC. *Photoengravers*
4043 North Ravenswood Avenue, Chicago 13, Illinois

Equipped with COLOR SPLITTER, KLIMSCH CAMERA, 4 COLOR 604 PRESSES

Eldridge Repeats 13-Week Series on Advertising

TRENTON, N. J., Aug. 11—Eldridge Inc. agency will present its second 13-week radio series on advertising this fall.

Subjects will include advertising and the law, sales contests and incentives, and market research.

Guests on the 55-minute shows will include Joseph Bachelder, director of the Industrial Advertising Research Institute, Princeton; Samuel Krebs, president of Copeland Displays, New York; Eric Dahl, Belnap & Thompson, New York; J. A. McIlnay, president of National Sales Executives, Philadelphia, and Morton Simon, Philadelphia legal consultant.

For its first series, which ran from January through April, Eldridge was presented with a certificate of award by the Delaware Valley Advertising & Graphic Arts Club (AA, June 1).

■ Jane M. Sarin, account executive and creator-director of the program series, said the large favorable response to the first series "proves our original belief that both business management and the general public truly want a better understanding of the advertising and selling professions. We are told that our fundamental approach . . . is being widened as a national project by groups within our trade, and we are pleased to be an initial part of such a movement."

The new series, titled "This . . . Is Advertising," will be broadcast over WTTM, Trenton, Tuesday evenings from 8:35 to 9:30 p.m. Tapes of the series will be available to educational groups. ≡

ACF Promotes Loftis

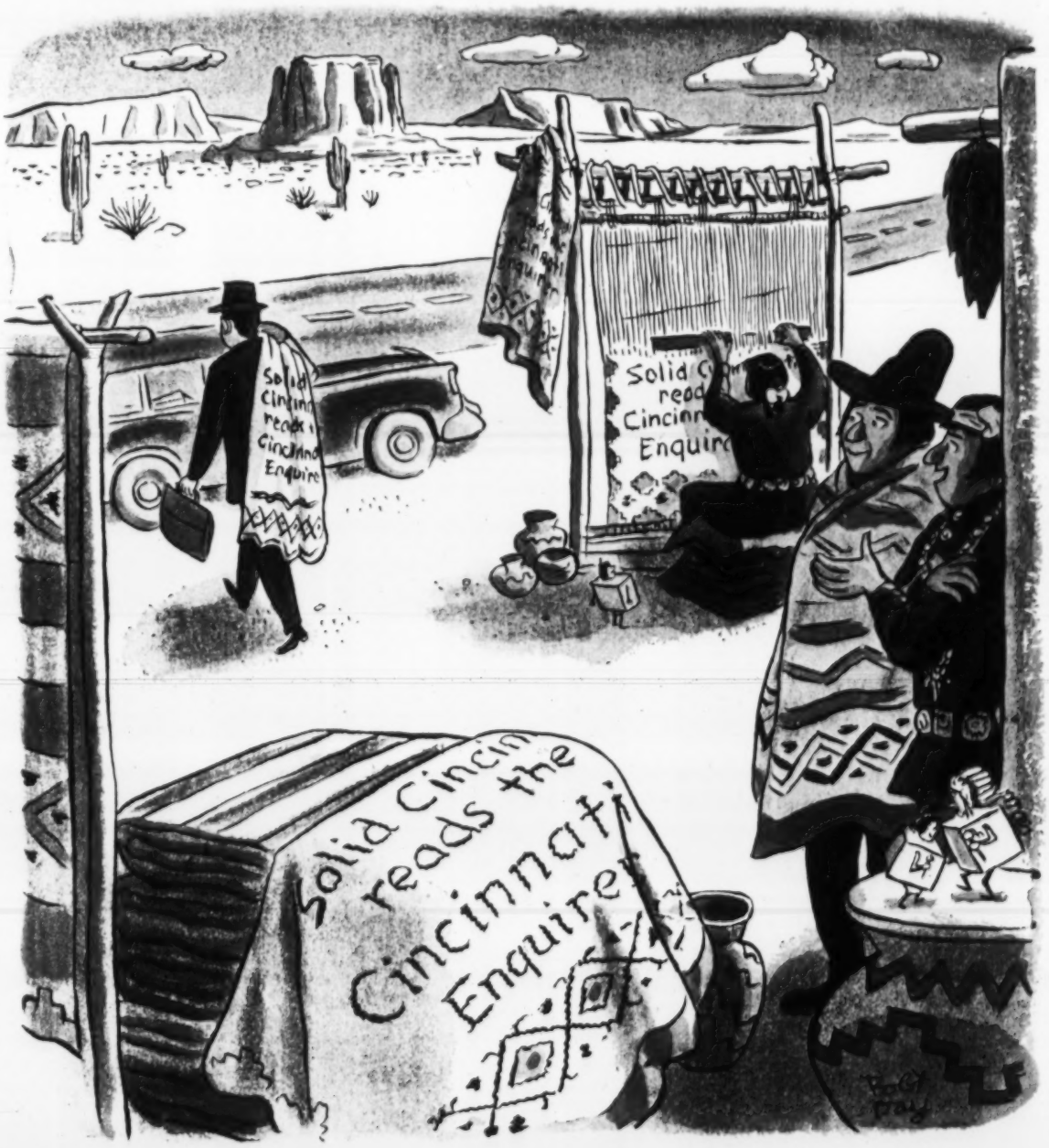
John D. Loftis, formerly marketing director for product projects, has been appointed director of marketing of the American Car & Foundry division of ACF Industries, New York.

Davidson Moves Completes Expansion Program

A half-million dollar consolidated and expansion program was completed by Davidson Publishing Co., Duluth, when it moved into its new offices at 1 E. First St. The eight-month expansion program included the purchase of the printing department of the former Marshall-Wells Co., the Garity Burnett Steele Printing Co., and the five story Builders Exchange Bldg. Davidson publications, formerly printed outside Duluth, will now be printed by the newly merged Marshall-Wells printing department and Garity Burnett Steele Co.

FCC Approves WMIC Sale

The Federal Communications Commission has approved the sale of WMIC, Monroe, Mich., to 560 Broadcasting Corp. by W. D. McIntyre, Monroe, and his two brothers, Charles S. and Bruwer D. The reported purchase price was $398,000. The call letters have been changed to WQTE.



"See, I told you he lookum like another one of those big ad men from East"

NO RESERVATION among discerning space buyers in their choice of the Cincinnati Enquirer to reach the *market-that-matters* in this great metropolitan area. Here's why: it's a solid part of the lives of these Greater Cincinnatians every day of the week . . . they read it for more news, features, advertising. Result: YOU'RE in solid in Cincinnati when you're in the Cincinnati Enquirer. Want the big picture? Ask The Enquirer's Research Department for a look at the latest TOP TEN BRANDS SURVEY.

Represented by Moloney, Regan & Schmitt, Inc.

TV Nets Should Be Free of Advertiser, Agency Control, Says CBS' Dozier

(Continued from Page 3)

mindful also of the point at which the law of diminishing returns sets in if he allows these efforts to become excessive—and that point is where the creator loses his creative impulse if he thinks he is destined always to be second-guessed and needlessly interfered with.

Dominate in Radio: Jones

Radio, far from dead, offers great opportunities for advertisers, but "the only way to take advantage of the tremendous selection that radio can give you is to say what you want to say over and over again—to the right people at the right time of day. Dominate!"

That's the advice from Kensinger Jones, vp and tv-radio creative director at Campbell-Ewald, Detroit.

"Before the creation of effective radio buying," he added. "Effective commercials on today's radio demand tremendous frequency, not only to reach more people more often, but also to create the impression that you're doing something big and exciting."

■ He related the story of Quaker Oats Co., which introduced Flako mixes using nothing but radio. "In over 40 markets, one or more station in each market, they purchased a commercial announcement every 15 minutes between 9 a.m. and 4 p.m. on Thursday and Friday for a period of 26 weeks," Mr. Jones said. "People heard more Flako commercials than they did music, news, interviews, etc. I understand the client was very happy with the way Flako sold in those markets."

Mr. Jones listed four points for creating an effective radio commercial:

1. "Put an entertainment bonus into the commercials . . . If the commercial is good enough, it will actually heighten interest in listening.

2. "Never let technique overshadow the message.

3. "Write every word of every commercial. Make sure it's the best possible word. Give every single radio spot its own special touch.

4. "Demand and get absolute, top-flight production for every spot."

WTRF-TV STORY BOARD

It was a surprise party for one of the office girls, who was leaving to get married. The other girls wanted to know whether the prospective groom was a man of means.

"Well," said the bride-to-be, "he surprised me by saying we were going to spend our honeymoon in France."

"How did he spring it on you?" the girls asked excitedly.

"Well, we were discussing it," she replied, "when he said that as soon as we were married he would show me where he was wounded in the war."

● The world is full of surprises. A good one for time-buyers and alert advertisers in the response of WTRF-TV viewers. There are nearly 2 million people in the 36-county area served by WTRF-TV. A spot program on WTRF-TV will surprise you with a good chunk of their $2½ billion spendable income. Try it and see. The George P. Hollingbery people will show you how and for how much.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

How to Convert Ads

The seminar "students" saw how print ad themes are converted for television, and vice versa, during an illustrated talk Friday morning by Ken Snyder, vp and tv-radio creative director at Needham, Louis & Brorby, Chicago.

"Starting with an initial or original expression in the form of an approved advertising design featuring a sales position or strategy, the translation into the 'other' medium—whichever it may be—can be minutes or months away, a cranial centimeter or office miles aparts," Mr. Snyder noted.

He showed examples of a print campaign developed into tv with little change (Marlboro) and then redeveloped back into print, using a storyboard type of layout featuring stills from the tv spot.

■ Prudential Insurance Co. of America used the same words from a magazine ad in voice-over-action in another example of tv adaptation.

"To 'actionability' must be added 'extendability' in transferring from print to tv," Mr. Snyder said in commenting on a humorous Jell-O campaign. The tv spot was an extended version of the "Jell-O Week" print drive.

Mediocre TV Ads

■ Two film producers, a European and an American, joined forces to pounce on agencies for what they called unreasonable interference that complicated good tv ads into mediocrity.

Their joint assault came as a surprise because they were expected to debate the merits of American and European tv admaking techniques.

Valentino Sarra, president of Sarra Inc., a New York film producer, said that "agency tv directors have to worry about what the account executive thinks; the account executive has to worry about the account supervisor who, in turn, is brooding over how the ad manager is feeling this week. He of course, is worried about what the company president might think of an ad and the president wonders how his wife and kids will react to it.

"I really think we'd be better off," said Mr. Sarra, "to bring the president's wife and kids in to supervise ad filming and have done with it."

The big result of all this interference, he said, is that the resulting ads reflect too many ideas at work and are too complicated for what they are.

■ The same point was made by Andre Sarrut, president of Telefrance, Paris, a film producer, who asserted that American tv ads are "not too good" in light of the time and money spent on them.

Europeans have a special asset in tv ad making, he said, in the decades old movie trailer ad business which he said was the forerunner of tv ads in Europe.

The movie houses, filled with audiences ever willing to express their reactions to things on the screen, have provided the ideal testing ground for tv ads, Mr. Sarrut said. If audiences don't like an ad, shrill whistles and jeers tell you right away it won't do for tv, so you save yourself a lot of money, he said.

Mr. Sarrut emphasized that a tv ad must do three jobs to be successful. It must convey the brand name strong enough for a heavy recall; their message must be completely understandable, and the ad itself must be liked.

Use Camera Effects: Baxter

The same workshop session heard Jack Baxter, president of Creative House, Chicago, urge advertisers to make greater use of imaginative special camera effects such as "wipes," superimpositions and matting.

Among techniques he said ought to be used more by advertisers are image distorting, blurring, polarizing (putting into negative) multiple image projection (with words as well as pictures) and different matting techniques.

He demonstrated all of these camera tricks on equipment of WGN-TV, at whose studios the session was held. Limitations on such facilities at stations in smaller cities around the country curbs the amount of camera stunting that can be done, he said. But he added that any tv ad, no matter how many tricks are used, can be put on tv tape and used by any studio equipped to use tape.

■ Some examples of what can be done with limited funds for tv ad production were shown, meanwhile, by Walter Colmes of Colmes-Werrenrath Productions, Glenview, Ill.

He showed about a dozen ads, ranging in price from a $3,000 one-minute ad for Sweet-10 sweetner to a $400 one-minute ad for Saltine crackers that simply used a series of expressive baby picture stills to spoof an adult discussion about crackers.

But Mr. Colmes cautioned the workshop against thinking that there is any reliable parallel between ad cost and ad quality. The basic idea of the ad and the degree to which this idea is carried through to the audience can be achieved by both expensive and inexpensive means, he said.

Print Ads Judged

At the Saturday morning session, a panel of five experts appraised 42 prints advertisements. Panel members included Walter Weir, exec vp of Donahue & Coe, who was moderator; Draper Daniels, exec vp in charge of creative services, Leo Burnett Co.; Arthur F. Jones, manager of the Toronto office creative department of Cockfield, Brown & Co., and Margot Sherman, chairman of the creative plans board of McCann-Erickson. Hal Stebbins, president of Hal Stebbins Inc., was unable to attend the seminar due to illness, and his ratings and comments were read by S. R. Bernstein, editorial director of Advertising Age.

The highest rated ad was one for the Whiskey Distillers of Ireland, which received 45 points out of a possible 50. Messrs. Jones and Daniels and Miss Sherman gave the ad 10 points each—the maximum number of points. Miss Sherman described the ad as "offbeat, with delightful copy." Mr. Daniels said the ad was "fun to read" and contained a "fresh copy approach."

■ An ad for Clairol (hair preparation) was judged the second best ad, receiving 44 points. The ad received 10 points from Miss Sherman and Mr. Weir, nine points from Messrs. Jones and Daniels, and six points from Mr. Stebbins.

Mr. Weir described the ad as "one of the year's outstanding ads." The ad makes "hair coloring respectable," according to Mr. Daniels. Miss Sherman said the ad was "nice, believable with authoritative copy."

Ads for Lark cars (Studebaker-Packard Corp.) and El Al Airlines tied for third spot with 39 points each. Miss Sherman, who gave the Lark ad 10 points, praised it for its "fresh approach to car advertising." Mr. Weir (nine points) commented that the Lark ad was "bright and factual." Mr. Jones (eight points) especially liked "the distinguished use of art."

■ The El Al ad (which featured the headline, "No Piston-Throb") garnered 10 points from Miss Sherman and Mr. Jones. "This is a great ad in a great series," Miss Sherman said. "I wish I could create such ads," commented Mr. Jones.

Messrs. Daniels and Weir thought the ad was worth only seven points each, with Mr. Daniels describing it "as the worst ad of an excellent series."

It should be mentioned that a Marlboro cigaret ad (What in the world is a soft pack?) received 34 votes from four panel members (Mr. Daniels declined to vote as Leo Burnett Co. has the account). It won nine points from Miss Sherman and Mr. Stebbins and eight points from Messrs. Jones and Weir.

Cone Picks 'Ten Best'

Ten outstanding print ad campaigns were discussed by Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding. The one new campaign picked by Mr. Cone was one for Kraft jams and jellies.

Selecting an ad for peach preserves, Mr. Cone said its "combination of pictures and words leaves nothing that I know to be desired in an advertisement.

"I only want some of those 'peaches you see here, grown sweet and tender in the long summer sun . . . quick-cooked in (Kraft's) very special way,'" Mr. Cone said.

■ The FC&B executive praised a campaign for Armstrong linoleum which he said had been running for some dozen years with few changes. He said he had overlooked the campaign when he had picked his favorite campaigns in previous years.

"It chooses its audience, of proud homeowners, as surely as any campaign I know," Mr. Cone said. "And there will always be a new one; new families coming into the market, needing the confidence Armstrong offers in sensible suggestions."

The eight other campaigns chosen by Mr. Cone were ones for Pillsbury mixes, *Ladies' Home Journal*, Life Savers, Hathaway shirts, Columbia Broadcasting System (program ads), Jell-O, Johnson & Johnson baby powder and Polaroid Land cameras.

■ Art directors at agencies should stop trying to be five geniuses rolled into one and they should use outside thinking to its fullest extent, according to Stephen Baker, senior art director and group head, Cunningham & Walsh.

"An art director's function is not to be a do-it-yourself wonder boy," Mr. Baker said. "He usually forgets and sometimes so do his superiors, but the art director's most important contribution to his company is the full application of his creative ability and judgment. It takes know-how to pick the right person to do the right job."

Mr. Baker warned creative people not to allow research to interfere with their production of ideas. "Sometimes we use research but instead of using it as a tool for inspiration, we let research men step all over us," he said. #

MEMPHIS LEADS

IN DEPARTMENT STORE GAINS AMONG MAJOR SOUTHERN MARKETS*

According to information released by the Federal Reserve Board, U. S. Dept. of Labor, for the period of January through May, 1959, compared to 1958, Memphis leads the other eight major Southern metro areas in department store sales.

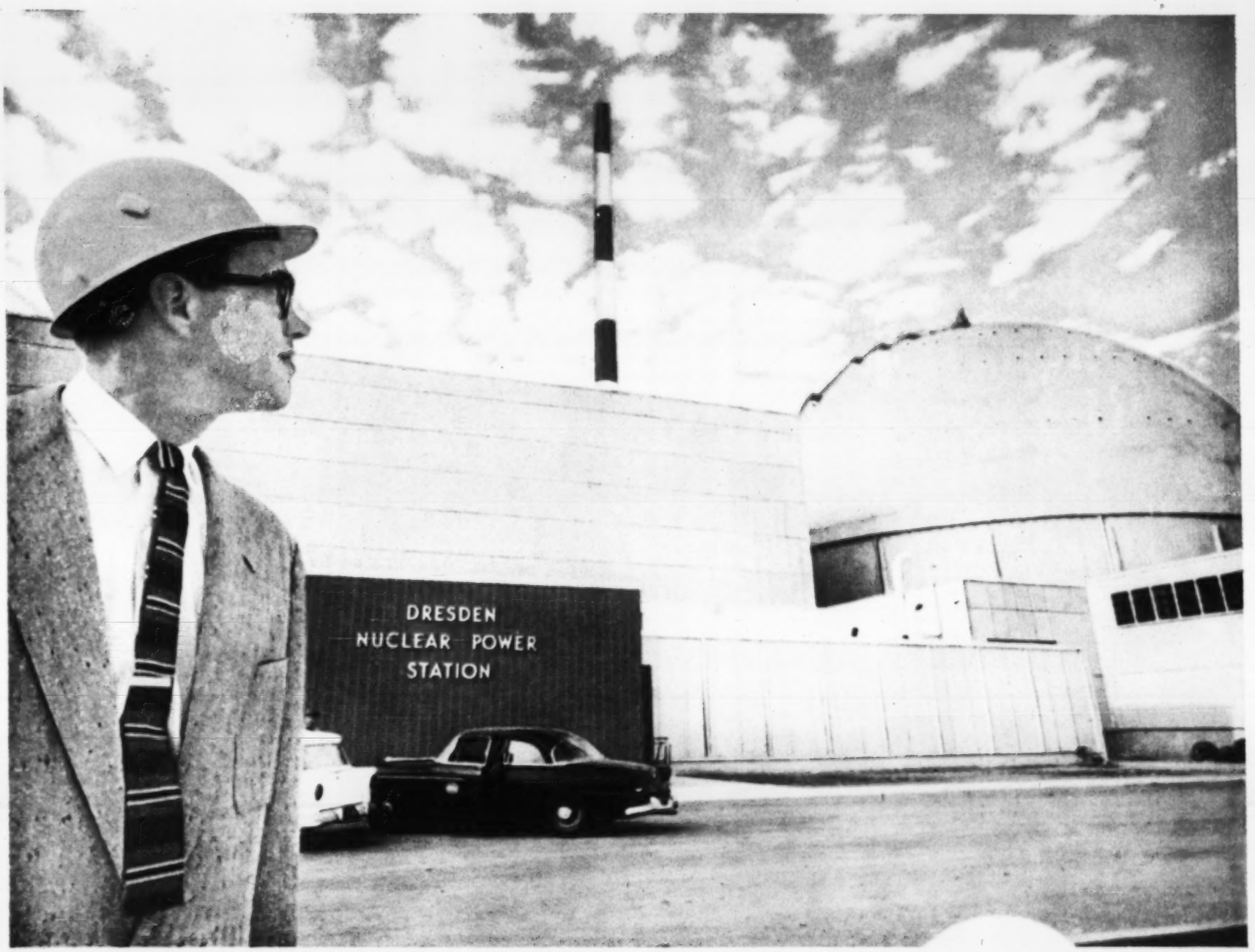
DEPARTMENT STORE SALES
January through May, 1959-1958

RANK	CITY	% GAIN
1	MEMPHIS	UP 15%
2	DALLAS	UP 11%
3	HOUSTON	UP 10%
4	FORT WORTH	UP 9%
5	LOUISVILLE	UP 7%
6	SAN ANTONIO	UP 6%
7	NEW ORLEANS	UP 5%
8	ATLANTA	UP 5%
9	BIRMINGHAM	UP 4%

*Metro areas in the 500,000 and over population group.

You Get More When You Buy Memphis

THE COMMERCIAL APPEAL
MEMPHIS PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS



THIS IS THE NEW CHICAGO—WHERE GREAT THINGS ARE HAPPENING!

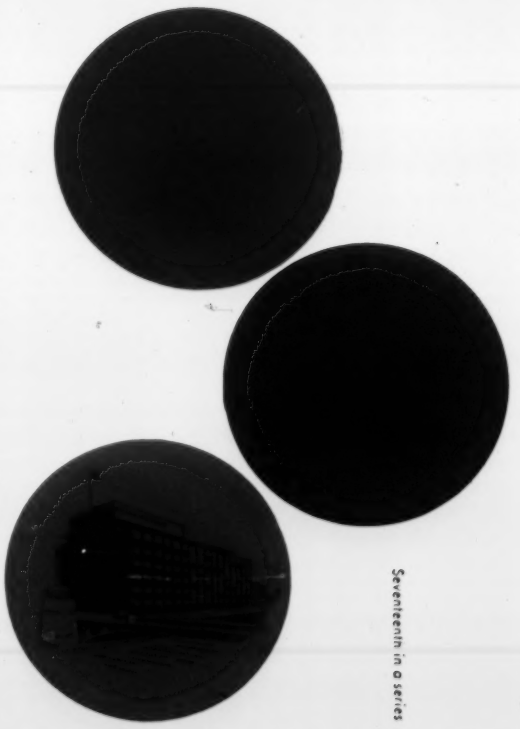
Here, on the prairie southwest of the city, is the atom in shirt sleeves, going to work for man's prosperity and progress. It's the Dresden Nuclear Power Station—one of the great things happening here.

It was in Chicago that the Atomic Age was born on December 2, 1942. How appropriate that less than 20 years later the Dresden Station is near completion—almost ready to begin the generation of commercial electric power sufficient to serve a community of 250,000. Utility companies in this area, among them Chicago Commonwealth Edison, are pioneering in this use of nuclear energy—a significant pilot effort.

No wonder that others in Chicago are challenged and stimulated by this added sign of the daring pioneer spirit. And this, of course, includes the Chicago Sun-Times. When the paper moved into its new plant in late 1957, press foundations were already in place for twice the number of units necessary to produce the Sun-Times. Another example of our belief that great things happen in Chicago.

Already that faith has paid off, for plans are currently under way to install new presses in the Sun-Times building to more than double present printing capacity. Thus at the Sun-Times great things continue to happen—giving cogency to the view of Chicago it represents.

THIS IS THE NEW SUN-TIMES—WHERE GREAT THINGS ARE HAPPENING!

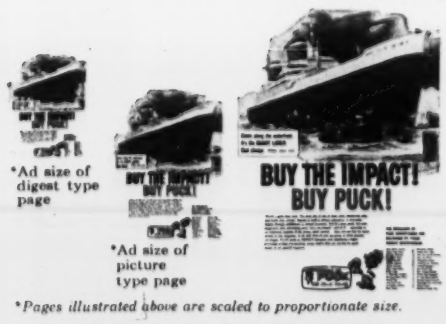


Seventeenth in a series

Down along the waterfront
it's the **GIANT LINER**
that always stops your eye

BUY THE IMPACT!
BUY PUCK!

Watch a giant liner dock. The sheer size of one of these ocean mammoths grips and holds your interest. Bigness in itself is always impressive. It invariably breaks through indifference to compel attention. PUCK's giant-sized, full-color pages give your advertising more "can't-be-missed" *IMPACT*... especially in an important segment of the young, adult market... than you can buy for equal money in any magazine. *In the vital 18-to-34-year age group in which families are largest, PUCK packs an* IMPACT *that gives your advertising a higher percentage of these free-spending, young readers than you can buy for equal money in any general magazine.*



*Ad size of digest type page

*Ad size of picture type page

*Ad size of the Big IMPACT PUCK Page

*Pages illustrated above are scaled to proportionate size.

THE MESSAGES OF PUCK ADVERTISERS ARE DELIVERED BY THESE SUNDAY NEWSPAPERS:

Akron Beacon Journal
Albany Times Union
Baltimore American
Birmingham News
Boston Advertiser
Charlotte Observer
Chicago American
Dallas Times Herald
Detroit Times
Ft. Worth Star Telegram
Harrisburg Patriot News
Houston Post
Long Island Press
Los Angeles Examiner
Miami Herald
Milwaukee Sentinel
Newark Star Ledger
New York Journal American
New York Mirror
Philadelphia Bulletin
Pittsburgh Sun Telegraph
Portland Oregonian
San Antonio Light
San Francisco Examiner
Seattle Post Intelligencer
St. Louis Globe Democrat
Syracuse Herald American
Washington Post Times Herald
Wichita Beacon
(Optional) Chicago News

Coming Conventions

*Indicates first listing in this column.

Aug. 28-30. W. Va. Broadcasters Assn., annual fall meeting. The Greenbrier, White Sulphur Springs, W. Va.

Sept. 11-13. Iowa Daily Press Assn., Hotel Savery, Des Moines, Ia.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 16-19. Mail Advertising Service Assn. International, annual convention, Queen Elizabeth Hotel, Montreal, Quebec.

Sept. 17. Assn. of National Advertisers, sales promotion workshop on incentive selling methods, Hotel Sheraton-East, New York.

Sept. 18-19. Wisconsin Newspaper Advertising Executives Assn., annual meeting. Meade Hotel, Wisconsin Rapids.

Sept. 23-24. CBS Radio Affiliates Assn. sixth annual convention, Waldorf-Astoria, New York.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Sept. 28-30. Southern Newspaper Publishers Assn., 56th anniversary convention, Arlington Hotel, Hot Springs, Ark.

*Sept. 29. Magazine Publishers Assn., 3rd annual fall conference, Hotel Commodore, New York.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Sept. 30-Oct. 4. Affiliated Advertising Agencies Network, annual international meeting, Somerset Hotel, Boston.

*Oct. 5-6. New England Newspaper Advertising Assn., annual meeting, Parker House, Boston.

Oct. 8. Assn. of National Advertisers, International Workshop, Savoy-Hilton, New York.

Oct. 14-16. Point-of-Purchase Advertising Institute, 2nd national members meeting, Statler-Hilton Hotel, Washington, D.C.

Oct. 15-16. American Assn. of Advertising Agencies, annual central regional meeting, Drake Hotel, Chicago.

Oct. 15-17. Pennsylvania Newspaper Publishers Assn., annual convention, Pick-Roosevelt Hotel, Pittsburgh.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 18-21. Junior Panel Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 18-21. American Assn. of Advertising Agencies, western regional convention, Biltmore and Miramar hotels, Santa Barbara, Cal.

Oct. 19-20. Boston Conference on Distribution, 31st annual conference, Hotel Statler, Boston.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 4-5. American Assn. of Advertising Agencies, eastern annual conference, Biltmore Hotel, New York.

Nov. 8-11. Assn. of National Advertisers, annual fall meeting, The Homestead, Hot Springs, Va.

Nov. 18. American Assn. of Advertising Agencies, annual eastern central regional meeting, Penn-Sheraton Hotel, Pittsburgh.

Nov. 18-20. Television Bureau of Advertising, annual meeting, Hotel Sheraton, Chicago.

Nov. 23-24. National Business Publications, Regional Conference, Drake Hotel, Chicago.

March 6-10, 1960. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

Wheelwright Moves to Arizona

Thomas P. Wheelwright, formerly director of public relations, Erwin Wasey, Ruthrauff & Ryan, has joined Advertising Counselors of Arizona, Phoenix, as administrative assistant to the president. Mr. Wheelwright also served on the plans board at EWRR.

Heyer Corp. Names Biddle

Heyer Corp., Chicago, has named Biddle Co., Chicago, to handle its advertising. The account is expected to bill $75,000. Marvin E. Tench Advertising Agency is the former agency.

Callo Agency Adds One

Community Counselling Service, New York, national fund raising and public relations concern, has appointed Joseph F. Callo Inc., New York, as its advertising agency.

Eagle Pencil to Shaller-Rubin

Eagle Pencil Co., looking for an agency to succeed Batten, Barton, Durstine & Osborn for several months, has selected the Shaller-Rubin Co., New York. The agency has been doing sales promotion work for Eagle for several years and will now handle the entire account. The agency reports it was picked after "50 solicitations, 15 interviews and three presentations." BBDO will continue to place magazine space through November for ads already prepared.

Gulf Oil Promotes Two

R. B. Phillips has been named director, plans and programming, and J. D. Marquis has been appointed director, accounting and statistics in the marketing department of Gulf Oil Corp., Pittsburgh. Mr. Phillips previously was manager of cost control and budgets in the New York division office. Mr. Marquis formerly was director of analysis and interpretations.

Squeegee's Mail proves the
Community Coverage of
KWTV
OKLAHOMA CITY
Squeegee, star of the BIG 9 Circus, received mail from more than 100 towns in the KWTV Community, over an 8-month period . . . representing requests to appear on his show, and resulted in more than 10,000 youngsters coming to the studios of KWTV. Proof of KWTV's Community Coverage!
BUY the TOWER with SALESpower in Oklahoma!
CBS
See your PETRYman

LET'S DISH UP SOME BRASS TACKS!

Look at the record! In the recent past, three different services — ARB, NSI, NCS No. 3 — have pointed to WHO-TV as the top station in Central Iowa.

NCS No. 3 gives WHO-TV more daily circulation in 57 counties than any other station, daytime and nighttime. In the NSI Report for 27 Iowa counties (March, 1959) WHO-TV delivers *more homes in more quarter hours than any other station.* Finally, ARB (see below) proves WHO-TV's *hometown* popularity.

One of the big reasons for this outstanding showing is WHO-TV's star-studded library of film packages*. Films from this great library are featured eack weekday on WHO-TV's *Family Theatre* (Noon-2 p.m.), *Early Show* (4:30 p.m.-6:05 p.m.) and *Late Show* (10:30 p.m.-Sign-Off).

Sit down soon with your PGW Colonel and talk "brass tacks" about WHO-TV — by all odds, the best in Central Iowa television!

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*WARNER BROTHERS "Feature" and "Vanguard" ★ MGM Groups 1 and 3 ★ NTA "Champagne," "Rocket 86," "Dream," "Lion," "Big 50" ★ SCREEN GEMS "Sweet 65" ★ HOLLYWOOD TELEVISION SERVICE "Constellation" ★ M and A ALEXANDER "Imperial Prestige" ★ ABC's "Galaxy 20" and others.

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ARB SURVEY
METROPOLITAN DES MOINES AREA
(March 16-April 12, 1959)

FIRST PLACE QUARTER HOURS				
	Number Reported		Percentage of Total	
	1-Week	4-Week	1-Week	4-Week
WHO-TV	**233**	**227**	**50.0%**	**48.7%**
Station K	186	197	40.0%	42.3%
Station W	27	42	6.0%	9.0%
Ties	20	0	4.0%	0

WHO-TV
Channel 13 • Des Moines
NBC Affiliate

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines; WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

WHAT'S THE SCORE?

PARADE——UP 9%
POST——UP 7%
LIFE——UP 5%
LOOK——UP 1%

Despite conflicting claims and counter claims, the official figures show—**Among mass weekly and bi-weekly magazines** (weekday and Sunday) **only these four gained in advertising dollars—first half, '59 over '58.** Hats off, too, to magazines in specialized fields, some of which scored important gains.

Parade

PARADE NOW REACHES
NEARLY **10,000,000** FAMILIES
EVERY SUNDAY
THROUGH 64 OF AMERICA'S
FINEST NEWSPAPERS

Feature Section

Advertising Age

How to Tell Dollar Value of Agency

Art That's 'Too Good' Fouls Ad

Woolf Fed Up With He-Men in Ads

Weiss Flays Government Data

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'Private Brands Are Like a Creeping Paralysis' . . .

National Advertisers Must Block Private Brands in Supermarkets, or Get Hurt, Zimmerman Asserts

By Richard G. Zimmerman
Publisher, Super Market Merchandising, New York

Two speakers at a luncheon of the American Marketing Assn. in New York in April represented different viewpoints but came to a common conclusion: Supermarket private brands are making ever bigger inroads into the grocery field, at the expense of manufacturers of nationally advertised brands, and the trend will continue if manufacturers do not act. Trade publisher Richard Zimmerman cited studies showing that private labels have doubled their share of the grocery market in five years. His remedy for manufacturers: Convince the trade of the value of national brands. Supermarket operator Norman Rabb's remedy went down harder: Increase the distributor's profit margin. Both men supported their contentions with figures and examples. Their arguments, which every national advertiser should be aware of, are reproduced here in large part.

Richard G. Zimmerman

A few months ago I was asked to give a talk before the top marketing and sales executives of a nationally known food manufacturing concern . . .

You would recognize this company as possessing one of the best known brand names in America. In addition, like so many of our other large grocery manufacturers, it also produces its product under the private label of numerous grocery chains across the country.

The decision which these men were pondering was this: Should the company continue to vigorously promote and advertise its brand? Or should it instead cut down this effort sharply in favor of greater production and sales promotion of the product under the private brand names of individual supermarkets and grocery chains?

* * *

There is little question that the most important single issue facing the food manufacturer at this time is, "How will private labels affect my business, and how can my company cope with the problem?"

In an effort to better appraise the trends, *Super Market Merchandising* has made a number of studies during recent years. I would like to give you the results of our latest survey, made in September, 1958.

The nationwide sample consisted of 127 companies operating 1,725 supermarkets, which in terms of the industry was most representative. We did, however, exclude from the sample responses from chains with over 100 stores. In the struggle between national and private brands, the large corporate chains, with rare exception, have become too clearly committed to their own controlled brands. The manufacturer's battleground will probably narrow down to the medium size and smaller chain organizations. What he accomplishes among this group may ultimately determine the success or failure of the fight for national brands.

84% of Supermarkets Carry Private Brands

We first determined how many of these organizations were carrying private label dry groceries. The analysis revealed that some 71% of the stores involved stocked an appreciable or considerable inventory of these products, while another 13% of the stores carried a limited number of items. In other words, 84% of the stores in our sample were in the private label business to some extent.

Next we tried to learn whether there had been any growth of private label volume over the past five years. We asked these organizations what percentage of grocery sales were being done by private labels at present, two years previously and five years previously. Here were the results: Private labels had accounted for 5% of total grocery sales in 1953, 7% in 1956 and 10.7% in 1958. Therefore, in a short span of five years, the share of the market accounted for by private brands had more than doubled. And, there was a discernible pattern which showed that the smaller the organization, the greater had been its growth of these products.

■ That the trend shows no signs of stabilizing as yet was indicated by responses to our question, "What do you think your future policy on private labels will be?" Organizations controlling 59% of the stores said they would have more private label items, 37% said they would continue to have approximately the same, while less than 3% said they intended to cut back the number . . .

I'm sure that many of you want to know the extent to which certain product categories have been invaded by private labels. Coffee tops the list, being found under a private label in 87% of the stores; then come salad dressing, margarine, canned milk, canned vegetables and vegetable juices, ice cream, canned fruits and fruit juices, baked goods, peanut butter, and finally, jams and jellies in 46% of the stores. The complete report details such data for 25 product categories, but the ten I have reported here are the most important in terms of penetration.

Stores Carry Private Brands to Hike Profit, Customer Loyalty

Why do retailers carry private labels? A better knowledge of cause and effect is most helpful to a discussion of the problem. We asked our respondents this very question, and here is what they had to say: As you might expect, the most important motive in their minds was more profit. In fact, organizations controlling 81% of the total stores in our sample gave this reason. But 76% also indicated that private labels build customer loyalty; 67% believed that they give the consumer savings; 56% said that private labels meet competition without hurting prices; 47% said they allow for greater merchandising flexibility; 29% thought that they appeal to lower income families; while 27% indicated that they are forced to carry private labels by other chains.

On the other side of the ledger, however, are the disadvantages. Too often we hear their proponents talk about private brands as if they were the panacea of all their business ills. But it is quite obvious that there are distinct headaches involved in their merchandising also. For instance, when we asked the 100 companies which carry at least a limited inventory of private brands what they did not like about them, here were their tabulated replies given in terms of percentage of stores: No advertising allowances—43%; must carry heavy inventory—41%; customers prefer advertised brands—27%; private labels duplicate present lines—27%; advertising costs too high—26%; don't meet turnover requirements—15%.

■ Judging from the substantial amount of criticism we detected, it seems clear that there are a number of areas in which the advertised brand manufacturer can work to help dispel some of the myths about private labels, and at the same time positively re-enforce the story for the advertised brand.

To emphasize this fact that the national brand is nevertheless a very potent force in the retailer's mind, the following statistics prove most interesting. We asked our panel of supermarket executives whether they thought their own private labels could supplant nationally advertised brands with their own customers. Firms controlling only 13% of the stores thought this was possible, whereas 72% stated that the national brand was too strong. It is obvious, therefore, that regardless of the trend toward greater and greater label merchandising, the vast majority of our retailers are fully aware of the power of the national brand.

■ Notwithstanding this optimistic note, it is also apparent that a fairly substantial number of nationally advertised brands have been hit hard by the retailer's attitude toward the problem. We inquired whether our retailers had discontinued any nationally advertised brands because of their own private labels. Firms controlling a significant 27% of the stores indicated that they had.

This, then, is the question which almost every food manufacturer in the U.S. will have to ask himself—if not today, then almost assuredly tomorrow—How can I strengthen the position of my brand, not only on the shelves of America's supermarkets, but in the minds of buyers and merchandising executives?

■ The figures I have cited represent the highlights of our study. These facts paint a rather stark picture of what many consider a serious situation. And the truth is that more and more manufacturers now see the necessity of facing the issue head-on, rather than relegating it to a pigeonhole labeled, "For future discussion." The subject of private brands is rapidly assuming a "do-it-now" status in board rooms and executive offices.

National Tea Takes Another Look at Private Brands

Those of you who attended the November meeting of the Grocery Manufacturers of America will remember the tremen-

dous emphasis placed on this controversial subject. It was Harley McNamara, president of National Tea Co.—America's 5th largest food chain and the only one of the major corporate chains to still minimize private labels—who at that meeting put manufacturers on notice of harder times to come when he made the following statement:

"At National, I am proud to say, we have a limited number of private labels, most of which are not competitive to the national brands, but," he added, "although I was sure this policy was the right one ten years ago. I wonder whether or not our policy is the right one today, and whether it will be the right one in the future."

■ Mr. McNamara then made many of the manufacturers in the audience fidget in their seats when he added, "If and when the image of the supermarket becomes so dominant that it influences brand preference in favor of the supermarket brand over the nationally advertised brand, you, as manufacturers, had better give some consideration to sharing your manufacturing facilities with your customers and becoming the prime supplier of the supermarket's brands."

Mr. McNamara continued by making the somewhat tongue-in-cheek comment that in return for this kind of cooperation, such manufacturers would be given special consideration for their own branded products.

* * *

On the basis of our own research, here is what we at *Super Market Merhandising* predict the retail food business will be like within five years: By 1963 we expect that America will have no more than 175,000 to 200,000 grocery stores—and 27,500 of these will be supermarkets. These mass outlets will alone do $45 billion a year, and this volume will account for about 81% of total U. S. grocery store sales. A good bulk of it will be done by chain organizations. In fact, we think that in 1963 chains with 11 or more stores will account for about 60% of all grocery volume and close to 75% of supermarket volume.

There is one more concept in relation to this changing food industry that I would like to have you to think about. Over the years we have always thought of the food industry as being divided into two separate camps—independents and chains. Today, such a description is becoming more and more archaic. Let's face it: food retailing is now in the hands of the chains. Not just the corporate chains, but the voluntary and retailer co-op chains as well. The independent, as an isolated retailing phenomenon operating on his own, is pretty much finished. Food retailing today is big business, strictly for the pros . . .

Advertising Alone Is Not Enough —Retailer Can Break You

Manufacturers are going to have to accept the rather unpleasant truth that with the tremendous power the chain wields, whether it be national, regional or local, it is the retailer who now has the supreme power to make or break a product in his own stores. It used to be thought that massive doses of consumer advertising were all that was necessary to influence the product sales pattern. Today, however, we must realize that a retailer in any given section of the country, through his own advertising and his manipulation of promotion and display, has a much more potent effect on sales than even the advertising budget of the biggest manufacturer.

As a matter of fact, we've heard many a retailer say it is the consumer who is ultimately responsible for the success or failure of any product on his shelves. We know better. The retailer can force the consumer to accept or reject almost any product he so desires . . .

One of the most cogent comments I have heard expressed on this idea of "customer choice" was made at the last GMA meeting by Ralph Brubaker, of the Carnation Co. He recalled the retailer who said that his stores were simply the polling place where the consumers of America voted for what they wanted. In Mr. Brubaker's opinion, however, and I quote, "The actual voting booth for national brands is sort of shrinking and getting a little difficult for the voter to get into."

Manufacturers' Pressure on Public Dissipated in Private Label Store

The need among marketers for an entirely new evaluation of their thinking is best exemplified by the following statement. It was made by Joseph Kron, general manager of the $70,000,000 Food Fair chain of Detroit:

■ "All the advertising and promotion in the world will not help the manufacturer as long as the retailer support is not there. The mammoth promotions that roll out of Madison Ave. are designed to reach millions of people, but it is at the supermarket shelf that the sale is made to any of them. That is the real proving ground for the success of the manufacturer's efforts. It is there that the display of the brand merchandise can remind the customer to make the purchase."

Mr. Kron continued, "The simple truth is that the major war between private brands and national brands is being fought at the shelf. Manufacturers are putting all their pressure on the public outside the stores, but it is being dissipated inside the private label store. That is where the encroaching forces of private labels can do serious harm to all the efforts of manufacturers."

National Advertisers Must Act, Or Become Immobile

What is the answer? Well, according to this same gentleman—and I certainly agree with him—"Concentrate on the supermarket industry. Convince the trade of the values in brands. Too many manufacturers take things for granted. They think that all they have to do is pass on promotional news to supermarket buyers and buying committees. They act as if their product is a staple that no operator can live without, and all they have to do is inform the trade about occasional changes in deals, packaging, etc. The major task of convincing supermarkets about the merits of brands as compared to private labels has not yet been done, and I believe that some manufacturers could devote more creative energy to gaining greater strength among the retailers."

In conclusion let me say this. There are a number of prophets in our midst who declare quite baldly that the private label is something the manufacturer must accept as part of his future way of life. They say, "It's here; now why not learn to live with it?"

■ I'm not so out of touch with reality that I believe national brands could ever attain complete domination in the market place. However, I do say that those manufacturers who urge complacency and acceptance of private labels are laying a deadly trap for themselves. Private brands are like a creeping paralysis. Unless manufacturers, individually as well as in concert, take a militant attitude and attempt to stem this encroachment, the paralysis will proceed from the extremities and eventually strike at the heart, rendering the brand manufacturer immobile. He will find himself unable to fight back, or at best, to give only the most feeble resistance to this competitor.

The crossroads is rapidly approaching when marketing men will have to face the question squarely and perhaps unpleasantly, but it is going to have to be answered. I can only add that the decision which each company makes will be one of the most important in its corporate existence. #

Private Brands Salvage Retailer Caught by Margin Pinch, High Operating Costs: Rabb

"Let there be no mistake about it; the chains have established a meaningful and highly acceptable personality for their stores and the shopper accepts the chain brand as part of this atmosphere, which she likes."—Pierre Martineau.

"When the distributor cannot get the necessary markup on advertised brands, he turns to private labels and to those advertised brands that show him an adequate margin . . . He has it within his power to increase or decrease sales of even the most highly advertised product . . . The manufacturer who still believes that all that is necessary is to have a good product and advertise it well—regardless of what the distributor thinks—is clinging to obsolete notions."—Norman S. Rabb.

Every supermarket operator acknowledges that nationally advertised brands are indispensable. If a supermarket aspires to obtain maximum sales, it must have an adequate assortment of the best known brands. These brands serve to point out price comparisons because they are so easily recognized.

The battle between national and private brands has been going on for 30 years. Much has been said on this subject, especially during the past five years. Emerson Foote put it well to the Grocery Manufacturers of America in 1956, when he said: "The private label poses a bigger threat today to the manufacturer of advertised brands than ever before, and it is going to become an even more difficult problem to solve."

■ In their competition with one another, national manufacturers lost sight of the increasing competition from private labels. Perhaps they failed to interpret correctly food sales indices which traditionally lump private label sales under the catch-all, "all other."

Mr. Foote's remark represents the change in attitude. The national manufacturer must face the private brand problem. Today's private brands have quality and find consumer acceptance among all classes of people.

Once Started, Private Labels Take Big Share of Total Sales

Not all distributors have private labels, but it is a growing trend. As companies grow larger, as mergers occur, and as competitive conditions become more severe, the role of private brands gains importance. A survey by *Super Market Merchandising* discloses that the majority of distributors appreciate the value of a private label even though they do not all put the same emphasis on it. But wherever they have private labels, sooner or later these become an important share of total sales. The distributors, aware of their power, turn for their profit to private brands when, for one reason or another, they become disenchanted with a national brand.

Private brands are expanding in a climate of economic prosperity—a climate which traditionally has favored national brands. Consider their potential in the event of a downturn in the economy! Pierre Martineau puts it well when he says:

"I think that the tremendous recent growth of the grocery chain house brands follows the shopper's acceptance of the store personality. When they offer house brands, she is willing to take them because the store casts over them its aura of quality and reliability. Let there be no mistake about it; the chains have established a meaningful and highly acceptable personality for their stores and the shopper accepts the chain brand as part of this atmosphere, which she likes." This statement was made back in 1954.

■ Dr. Ernest Dichter, in a study of the psychological reasons why housewives buy private labels, throws much light on the acceleration in growth of private brands. I quote from a 1956 article:

"The growing success of chain store brands in the battle for the consumers' dollar is not due solely to the better shelf position and promotion they receive . . . The new competitive position of the house brands is underwritten by a decisive psychological change in the attitude of housewives toward private labels. While only four or five years ago housewives were definitely suspicious of chain store brands and dismissed them as inferior to national brands on every score, today these inhibi-

By Norman S. Rabb
Vice-President, Stop & Shop, Boston

tions are almost gone. According to our findings, housewives now accept private labels on the same level as national brands . . .

■ "How did this psychological change come about? In 1951, the results of our investigation were clear-cut and eloquent. In all categories the national brands overwhelmingly outscored the private labels. Housewives found national brands more healthful—more trustworthy than chain store brands in the ratio of between 2½ and 3 to 1. Even the higher price factor of the nationals was favorably accepted. . .

"What is the situation today? A study conducted recently along similar lines reveals an important psychological reversal in the housewife's attitude; consumers no longer think of chain store brands as 'food Frankensteins'—as inferior products at lower prices. Consequently there is an increasing traffic in the transfer of brand loyalty from national brands to private labels. When we mentioned the term, 'popular brands,' most of our respondents immediately thought of chain store products, thus completely reversing their word-association response in 1951. Today both men and women regard the chain store as a sort of 'open-house' which caters excitingly to their unlimited needs and the quality demands of their families."

Four Reasons Why Distributors Stock Private Brands

Let us turn now to the four main reasons why distributors stock private brands.

1. To make a better profit margin than on the advertised brand.

2. To meet national chain competition.

3. To give the consumer a saving, by offering her comparable quality at a lower price than the advertised brand.

4. To develop customer loyalty to the store.

■ Let me explore these reasons more thoroughly. The period when supermarkets drew customers away from smaller stores is now virtually complete. We find ourselves in the first stages of saturation,

When you're right with the retailer, you're *right!* And Portland retailers, who watch the women go buy day after day, place the bulk of their advertising in The Oregonian. They know The Oregonian is the active newspaper with the reactive audience, the only advertising medium that's big as all Oregon.

How big is the Oregon retail market? Almost $2½ billion annually. That's bigger than Milwaukee and Dallas combined!

The Oregonian
Portland, Oregon

Leads in Retail Advertising—By Far!

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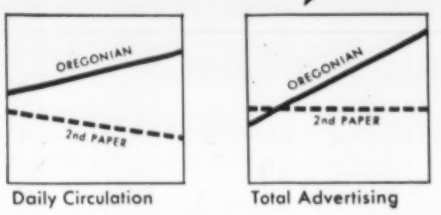
242,035 Daily • 306,014 Sunday

The Portland 10-year change at a glance



Daily Circulation — Total Advertising

Sources: S.M., 5/10/59; ABC Pub. Stmt., 6 mos. ending 3/31/59
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watch the women go BUY

WATCH THE WOMEN GO BUY
WATCH THE WOMEN GO BUY

Case Histories: Stop & Shop Private Labels vs. National Brands

	Item	Retail Price	Markup	Movement in Dozens 1956	1957	1958
A.	Private Label	2/41¢	26.2%	28,155*	93,798	103,998
	Advertised Brand	27¢	16.5	19,632	29,043	27,282
B.	Private Label	79¢	27.1	2,934	4,215	9,414
	Advertised Brand	93¢	13.7	3,091	3,608	3,381
C.	Private Label	49¢	25.2	3,307	5,236	8,925
	Advertised Brand	61¢	17.0	7,155	10,244	11,059
D.	Private Label	2/45¢	23.5	111,384	79,504	106,792
	Advertised Brand	2/49¢	19.0	40,218	26,986	35,596
E.	Private Label	29¢	34.0	—	—	8,680**
	Advertised Brand (1)	41¢	12.0	—	12,204	11,976
	Advertised Brand (2)	41¢	12.0	—	11,736	11,390
F.	Private Label	49¢	38.0	—	—	4,887***
	Advertised Brand (1)	73¢	13.0	—	6,489	5,535
	Advertised Brand (2)	73¢	13.0	—	7,053	6,892
	Stop & Shop Sales Gain Over Previous Year			19%	25%	24%

*32 weeks **36 weeks ***32 weeks

PRIVATE LABEL SUCCESS—*Figures showing price, markup and sales movement of private and advertised brands show private label benefits for retailer.*

making supermarket competition for sales tougher than ever. Now supermarkets are striving to get business from each other and they are faced with the survival of the fittest.

While a private brand program is not imperative to the survival of a supermarket business, I do feel that private brands are integral to a *complete* supermarket operation. There are many facets to a complete supermarket operation and private label merchandising is only one of them, but a mighty important one, because it helps in giving the customer the best possible value. And since two-thirds of the customers patronize more than one supermarket, an effective private label program can be an important tool in acquiring customer loyalty for a market.

■ The pressure on profits is becoming an increasingly acute problem for supermarkets. Operating costs continue to move up. Prices are held firm by competitive conditions. Unless the operator takes steps to protect himself, his profits will dry up. Operational efficiency can always be improved in every company. Basic techniques are being refined and new approaches are sought to yield further benefits. A point seems to have been reached where increasing costs cannot be absorbed in spite of improving operational efficiencies. Supermarkets are obliged to pass on some of these costs to the consumers just as other industries do.

The trend to increased margins is not new, of course. The Super Market Institute has reported an increased gross profit over the previous year for every single year since 1953. The margin trend seems destined to continue upward and it is probable that it will accelerate.

Food Store with Big Volume, Low Margin Can Go Broke

The distributor must have sufficient markup to survive. When he cannot get the necessary markup on advertised brands, he turns to private labels and to those advertised brands that show him an adequate margin. He has learned to analyze the profits as well as the sales of the items he sells. He has it within his power to increase or decrease sales of even the most highly advertised product. Roy King, editor of *Food Topics*, puts it this way:

"Because the supermarket operator sees ever narrowing margins, spiraling operating costs with smaller and smaller net profits, he must subject merchandise to ever increasing critical profit analysis. Loyalty at retail cannot be confined to any package, any supplier or any product unless it aids and abets the cash register. First, last and always, supermarket loyalty must be to the cash register and nothing else. A food store operator can do maximum volume and still go broke if that volume is achieved by selling only merchandise whose margins cannot cover the cost of doing business."

■ Regrettably not all manufacturers selling to supermarkets really concern themselves with the matter of profit to the distributor. I read from an ad which appeared in food trade magazines in February, 1959:

"Cereals are good business. Cereals turn over fast. More than twice as fast as the average grocery item. Cereals make money. They return more per dollar invested in stock than any of the 40 grocery product groups in the Super Valu study. Cereals are presold. Cereals sell related items."

The manufacturer who ran this does not seem to realize that the cost of warehousing his items is very high because of their great bulk, and that in terms of profit per square foot of shelf space cereals are far down on the list. We are anxious to curtail this company's line because of the poor margins, which in February were as follows on six of the eight items we carry: 14.6%, 11.3%, 13.6%, 9%, 13.5%, 14.6%. If this situation is not corrected, we will be forced to consider private label in cereals and look for profit as well as turnover, as we have recently done in detergents and facial tissues.

Private Brand of Bread Saves Customer 5¢, Store 4¢

Here is a classic example of what I am trying to get over. For years the retailer made a 20% markup on advertised brands of bread. Today, at the highest retail price in our history, 22¢, we pay 18.5¢. This gives us a markup of 15.9%. On our private brand bread, which we bake ourselves and which equals the best advertised brand in quality, our retail for the same size loaf is 17¢. We allow our stores 23% profit, or 3.91¢ per loaf, vs. 3.5¢ per loaf on the advertised brands. The customer enjoys the 5¢ saving. On what basis can the baker of advertised breads ask us to promote his bread?

The sales pitch to the buyer about quality, advertising power, and profits from low markup and turnover now fails to impress. A manufacturer's attitude and policies regarding the distributor's profit help to determine to a great extent the activity of the distributor on private labels in that particular field.

The manufacturer who still believes that all that is necessary is to have a good product and advertise it well—regardless of what the distributor thinks—is clinging to obsolete notions. Today the progressive manufacturer strives to create a climate where the distributor wants to stock, sell, and promote his products. I am happy to say that many manufacturers have accomplished this already and others are in the process of doing so.

■ We now carry about 225 items under private label out of a total of about 5,000, counting each size as a separate item. Let me present some case histories on private labels, drawn from our records [see accompanying tables.]

These examples are typical of what is happening on the majority of our private labels. The advertised items cited here are among the best-known widely-advertised items sold in food stores. Since in practically every instance our markup on the advertised items is less than our cost of doing business, is it any wonder that we turn to the private label?

What Manufacturer Can Do

What can the manufacturer do to counteract the distributor's effort on private brands? Based on what I have seen accomplished already by many manufacturers I offer the following three suggestions:

1. The manufacturer by his actions can show the distributor that he is concerned with the distributor's problem.

2. If the product is retailed at a markup less than the cost of doing business the manufacturer should help correct this situation. I do not refer here to the special sales prices at a close margin, but rather to the regular, everyday shelf prices. The manufacturer carries a responsibility to lead the way to a margin that will at least cover the cost to the distributor of doing business.

Here is an example of what can happen when a manufacturer watches the markup on his item and the distributor watches his profit:

Toilet Soaps
(All widely advertised)
(Regular size)

	Retail Price	Markup	Movement in Cases of 144 1957	1958
Item A	2/27¢	17%	1,712	3,420
Best Seller	2/27¢	8	5,314	4,948
2d Best Seller	2/27¢	8	2,801	2,256

Stop & Shop Sales Gain (Dollars) over previous year: 24%

This is not a private label situation but it illustrates the point that the manufacturer must do more than have a good product and advertise it well. It must be profitable, too, for the man who sells it.

3. The manufacturer can reappraise the promotional monies he spends on a product, weed out marginal material, and set up his deals and cooperative advertising to everyone in a simple fashion. He should require a minimum of ads, pay by separate check and keep these allowances separate from the invoices.

Here I quote from a guest editorial in a trade paper in 1957 by J. Sidney Johnson, marketing counsel, who spent his business life as a merchandiser with Nabisco, a man who thoroughly understands the manufacturer's as well as the distributor's viewpoint. He writes:

"Despite the growing complexity of marketing . . . a food manufacturer's day-to-day sales success still depends on his ability to accomplish one simple, basic thing: show the distributors that they can make more money selling his brand than with the competitive items.

"That's the best way to beat competition and the easiest way to avoid the threat of house brands . . . It is up to the manufacturer to find a way to give the distributor extra compensation. This can be a generous advertising allowance . . . or some type of additional discount . . . within the framework of the Robinson-Patman law, in return for specific advertising or sales support. Certainly some extra incentive or compensation must be found that will capture increased interest on the part of distributors in selling manufacturers' brands."

What Should Be Expected of Distributors

I have dealt at length with the advisability of the manufacturers seeing the distributors' problem on the profitability of advertised brands. At this point I shall discuss what the distributors should do for the manufacturer.

In recent weeks I have been approached by two of our largest suppliers. In one case the manufacturer said:

"Two years ago our company initiated a cash discount of 2% for the first time in our category of merchandise. My item is either first, second or third in all markets out of a field of twelve or more advertised brands. Only one other manufacturer followed with the cash discount. This move has been very costly to us (hundreds of thousands of dollars). Are we not entitled to special preference and cooperation by the distributors because of this extra 2% on a line which normally grosses 12 to 15%?"

My answer was an unqualified "Yes." I wrote to the top executives of about 30 supermarket chains and they all thanked me for calling this matter to their attention. They agreed that this manufacturer was entitled to preferential treatment.

■ The lesson to be learned here is that buyers must be taught to recognize special efforts by manufacturers to inject more profit into a line. Furthermore, buyers should show appreciation to such manufacturers by giving them the type of cooperation that they deserve.

In the other instance, the sales manager of an outstanding manufacturer who is successfully attempting to make his line more attractive for the distributor, complained that in one market area he is unable to get any consideration or cooperation from one distributor, in spite of the

Liquid Detergents, National vs. Private Brands

(First Nine Weeks, 1959)

STOP & SHOP BRAND	No. of Item	No. of Cases	Total Retail	Markup	Profit
24/12 oz. size	1	3,768	$26,225	34%	$ 9,145
12/22 oz. size	1	1,936	11,384	38	4,414
9/32 oz. size	1	2,282	14,171	39	5,636
Totals	3	7,986	$51,780	37%	$19,195
ADVERTISED BRANDS					
#1	2	2,275	$21,136	13	$2,694
#2	3	1,217	11,412	13	1,464
#3	2	655	6,054	12	762
#4	1	1,433	13,241	12	1,605
Totals	8	5,580	$51,843	12%	$6,525

PROFIT PICTURE—*Stop & Shop vp Norman Rabb's comparison of private brand liquid detergent vs. advertised brands shows higher markup and profit for store's private brand.*

does your advertising please everybody...

except the dealer?

LET'S FACE IT—the best ad campaign in the world can't live up to its promise without the enthusiastic support of the dealer. Fortunately, dealers are a reasonable bunch. All they ask in return for their support is a good product and good promotion. They say advertising should have some *local* flavor...that somewhere it should focus attention on the dealer by linking him directly with your product. If this link is missing, it's just another ad campaign to a retailer.

An effective local link: reflectorized highway displays.

Highway signs by National Advertising Company deliver a reminder message for your product or service—and can show the consumer where to *buy* locally. It is a proved way of maintaining local top-of-the-mind awareness and desire for your product or service.

There are other reasons why reflectorized highway displays by National Advertising Company deserve consideration. Here are some of them.

A NATION ON WHEELS

The highway display delivers your message at a key time—when the customer is on his way to the store. It is a medium that offers you more than 90% coverage of your market...with 10 exposures per prospect per month on the average. The growth of the suburbs with their above-average-income families has literally put the nation's shoppers on wheels!

LOW COST PER THOUSAND

Reflectorized displays rank with the lowest on cost per thousand exposures. But cost per thousand *impressions* is even more significant, because independent research establishes a readership of 42%.

A SELLING DISPLAY NIGHT AND DAY

One-third of all highway travel is at night. But the message is never blacked out, because National Advertising Company displays are reflectorized. During daylight, the message is carried in full color. At night, car headlights bring the displays to life, still in full color, illustrations and all.

ONE CONTACT FOR NATION-WIDE SERVICE

National Advertising Company is the only organization that offers complete highway display service from coast to coast. One call does it all. We secure locations...create and erect signs...inspect, maintain and repair on a regular basis.

FULL AGENCY COMMISSION

These highway displays are subject to agency commission.

Get the facts today. Send for the full color, 8-page booklet that describes our reflectorized highway displays and services for agencies.

DAY AND NIGHT

Some of the famous names that are sold on reflectorized displays:

Marlboro • Pennzoil
Hartford Insurance
New York Bell Telephone
Ralston-Purina • Amoco
Pittsburgh Paint
Coca-Cola
Howard Johnson
Shell Oil • Alcoa
State Farm Insurance

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Subsidiary of Minnesota Mining & Manufacturing Company

Sales and Service Offices in 27 Cities Coast to Coast

6850 South Harlem Avenue **Bedford Park, Illinois**

3M COMPANY

fact that this distributor now gets $30,000 a year in added profit from the manufacturer's line. This is wrong. If distributors are going to request manufacturers to straighten out the profit on their line, and they do so, they should be commended and shown positive action in appreciation.

This does not necessarily mean giving up private labels. *Private labels and advertised brands can be sold successfully side by side.* When selecting advertised brands for promotions in ads, distributors should give preference to the products of such manufacturers. If an advertised brand has a good turnover and a profit greater than the cost of doing business, it should be given good shelf position and be considered for special displays.

'Alarming Rise' in Supermarket Costs Will Strike Back at Manufacturer

In conclusion I quote from an editorial by Roy Miller, editor of *Food Field Reporter*, which appeared in the issue of Feb. 16 under the heading, "Changes in the Pricing Complex":

"A trend of fundamental importance to everyone in the food and grocery business is about to get under way. The entire network of pricing, primarily by the manufacturer and also by the retailer, is going to be reexamined and adjusted. Under our system of freedom of enterprise, this problem of pricing is nothing that the industry itself can attempt to straighten out by collective action; the anti-trust laws prohibit anything like that.

"Consequently, any massive changes in pricing in the food industry will be arrived at only on the grounds of economic compulsion—but the compulsions are at work. The primary one is the alarming rise in costs in the supermarket and the very understandable efforts of the operator to maintain a profitable position . . . There is a strikeback by the supermarket that is far more alarming to the manufacturer. This is the current emphasis on the . . . private brands. The private label has been around for years and the manufacturer has lived with it with almost entire complacency up to now . . .

■ "The supermarket, impelled not by choice, but by demand, is looking toward private labels as it never has in the past. The supermarket has greater power vis-a-vis the manufacturer than at any time in the past and the pressure is increasing. That explains why the GMA is planning an economic investigation of the entire private label and related problems.

"At last the manufacturer is about to do something to ameliorate a price structure which in extreme instances means that the retailer is reluctantly performing the selling function as a public service.

"In the ultimate analysis, it means that the retailer will be given a better profit structure on a whole lot of products. This will result from a realization of the credo that if the retailer makes a worth while profit, it will also be more profitable for the manufacturer. And secondly, it will come about from the knowledge that if the manufacturer does not do something, the retailer surely will. Which again brings us back to private labels." #

Agencies Ask Us . . .

Hypothetical Corporations in Agency Valuation

By Kenneth Groesbeck
Advertising Agency Consultant

"We know," writes one of our Illinois friends, "that you figure the worth of an agency largely on the basis of its yearly profits after taxes, plus of course its net quick assets. Will you please tell us how you calculate the value of an agency in which, because of tax exigencies, little or no corporation profits are shown?"

■ The profits are there, of course, as you have indicated. But they have been used up in disproportionally high ownership salaries so that taxes may be at the lower individual rate. As an aside, let me again call your attention to the revision in the federal tax law of 1958, whereby a corporation of 10 stockholders or fewer has the option of paying its taxes on individual owners' incomes instead of on the income of the corporation.

Kenneth Groesbeck

What we do, in evaluating the worth of an agency which as a corporation shows little or no profit, is to erect a hypothetical corporation in which ownership and other executive salaries are paid at the rates which would obtain if no tax situation existed. When we do this, with owners and others drawing only normal amounts, we end up with a normal corporation profit. Here the real earning power of the agency will be revealed.

■ How shall we fix the correct amounts for such salaries? Roughly, agencies can allocate 60% of their gross incomes from commissions and fees to *all* salaries, of which 46⅔% may properly be paid to owners, executives, and creative people. The work of such individuals is of course administrative, contact, new business and/or creative, on the accounts of the agency. In actual practice, what happens is that the boss pays what he has to for all these functions performed by others than himself, and takes what is left.

On a million-dollar agency the salary breakdown might work out something like this (yes, I know I am sticking my neck out, but let's guess at some figures and see how we come out):

Gross income			$150,000
Direct salaries			
2 owners	$27,000		
2 acct execs	16,000		
1 art director	10,000		
2 copy people	16,000	$69,000	(46%)
Indirect salaries			
1 bookkeeper	5,000		
2 steno-sec'ys	7,000		
1 receptionist	2,500		
1 checker-filer	2,000		
1 media production man	5,000	$21,000	(14%)
Overhead (without salaries)		$30,000	(20%)
Profit (before taxes)		$30,000	(20%)
Total expenses and profit			$150,000

■ In the above breakdown we have 13 people, about right for a shop of this size. If the owners' take looks skimpy, remember that they first paid out what they had to, and took what remained. Also, that owners get a portion of the final profits on top of their base salaries—indeed, all of it, unless their working capital needs building, and they have profit sharing for their people, as of course they should.

While I have in the above called all executive salaries direct, in actual practice some of them become indirect (as owners' administrative time) thus reducing this total percentage and adding to to that allocated to overhead.

■ Here, then, we have the breakdown of our hypothetical agency, including no provision for federal taxes, although other taxes are included in overhead. Salaries for workers and executives will run higher in large centers, smaller in others. Don't hold me to account for the salaries I have guessed at—well, I know your comment, "We just can't get 'em for that kind of money." However, this will give you something to shoot at, and these *proportions* are recommended for an agency which wants to come out reasonably in the black at the year's end.

Agencies vary widely from these figures, as for example when an account executive may be (not advised) paid not only a base salary but also a split in commissions on business he controls. Run too high on this, and you throw the whole picture out of focus.

■ Do not be led astray by the fact that our profit percentage runs far higher than that *reported* in almost all compilations of agency operations. These agencies are reporting their figures as they are set up in the entirely justifiable endeavor to reduce federal taxes. No such operation is that indicated by the above breakdown. This, remember, is our hypothetical corporation showing the recommended percentages for expenses and profits, without regard to Uncle Sam.

Agency evaluation is called for whenever we consider buying, selling, or merging. It is all very fine to erect a hypothetical corporation indicating the worth of the agency as it is at present operating. It is entirely different when we draw an additional picture: how the agency or the combine will be operating tomorrow. We are here dealing with two often unpredictable factors—people and business.

In a recent merger of two very large agencies, the entire operation was projected upon the continuance, for the merged agencies, of $80,000,000 in billing. Within a few months after the merger, $20,000,000—one quarter of the total—had gone out the window. Conflict of accounts, trouble with individuals, unexpected developments, put this big operation in the red for a considerable period. So when we evaluate agencies, we must not be satisfied with an accurate picture of the *status quo*; we must also correctly evaluate the *status tomorrow*, however you say that in Latin.

Hence the growing tendency, in all such business agreements, of making the terms of sale dependent upon *future performance* over a reasonable period of

The Creative Man's Corner . . .

Art That's 'Too Good' Can Foul Up the Advertising Message

This is a magnificent photograph and places many males in a spot in which they would like to find themselves at the very instant of their coming upon it. This is fishing. This is being on the living tide. This is enjoying life.

But, because the photograph happens to appear in a Lucky Strike ad, does it really stir up a desire to smoke same? The photograph, somehow, is so overpowering that all we could think of was the quiet swell of the sea, some distant gull cries, the warm sun, a cool breeze and an occasional swig of beer. Not Schlitz. Not Pabst. Not Miller's High Life. Any beer we happened to pick up on the way, just so long as it is cold enough.

Matter of fact, we think this photograph is much too much of a masterpiece to appear in an advertisement. It captures so perfectly one of the prime pleasures of male existence that it makes brand preference—as a motivating factor in our economy—a secondary thing. Here there is no need for the many trivial trappings of civilization, for status, for anything but relaxing and enjoying oneself and feeling the salt freshness cool the walls of one's lungs.

This photo convinces us that really great art can get badly in the way of an advertising message—in fact, foul it up completely. Especially in four colors. #

REPRODUCED IN 4 COLORS BY OFFSET LITHOGRAPHY ON SPRINGHILL VELLUM-BRISTOL. BASIS 67 (22 1/2 X 28 1/2). SHEET SIZE 39 X 58. PRINTED 18 UP AT 4,000 IPH.

Give you any good ideas for fixing up your patio?

This faithful reproduction of a photograph by Paul Dome is printed on Springhill Vellum-Bristol, one of America's new *first family of fine papers* by International Paper.→

Your good printing—on our good International Papers—can bring new products to millions in their own homes

THIS INSERT, printed on new Springhill Vellum-Bristol, is proof of the beautiful results you can achieve with this 100% bleached sulphate sheet.

Notice its brilliant clean-white look. Its glare-free qualities. Its great strength. Its bulk vs. weight ratio. Then expect to be surprised by this paper's economical price!

Leading printers find that Springhill Vellum-Bristol is ideal for letterpress, offset-lithography and silk-screen printing. Now available in improved white, plus six attractive pastel colors, Springhill Vellum-Bristol is made to order for menus, covers, die-cut cards, magazine and catalog inserts, direct-mail pieces—any job that must combine *quality, versatility* and *economy*.

Ask your paper merchant for samples of Springhill Vellum-Bristol and information about the other printing grades in our new *first family of fine papers*.

Fine Paper Division **INTERNATIONAL PAPER** New York 17, N. Y.

years. "Trial marriages," covering at least a year of operations, are recommended, unless you are willing to buy a pig in a poke, as our ancestors so wisely phrased it.

More On Networks

Supplementing my July 27 piece on agency networks, executive secretary Benjamin W. Tallman brings me up to date on the largest group in the movement, Affiliated Advertising Agencies Network. Offices are in Chicago, moved from Spokane in April. Membership is 58 agencies, not 50, as I reported. Several members bill over $6,000,000—one over $100,000,000 (Dentsu of Japan, which has joined the network). Combined gross billings are $175,000,000. Glad to bring myself up to date on this great group.

■ I am also advised that Midwestern Advertising Agency Network has admitted members in far-flung places like North Attleboro, Mass., Toronto and Los Angeles, and in consequence has changed its name to Mutual Advertising Agency Network.

And National Advertising Agency Network, which has moved its headquarters from St. Louis to Sarasota, Fla. (where Oakleigh R. French, managing director, retired a year ago), now has 30 members with 35 offices and average billing of just under $2,000,000. #

Salesense in Advertising . . .

Suddenly, I'm Fed Up with He-Men

By James D. Woolf
Creative Consultant

Maybe I'm jealous because deep-down in my heart I know that I am not a true 18-carat he-man. I have never been tattooed, never sported a beard, never skindived, never pulled in a sailfish, never even busted an 80 at golf. Probably I'm not even a "man who thinks for himself."

James D. Woolf

Be that as it may, I'm getting awfully fed up with giant pictures of he-men that clutter up the pages of my favorite magazines. Four examples are shown here. I could easily include 20 more from my files, but four are enough to illustrate what I'm talking about.

I'd like to say again what I've said before in this column: *too many admakers are copycats.* When somebody first used the he-man concept (it may have been Marlboro) the idea was fresh and probably effective. Today it's a tired old gimmick, and I'm wondering if the general public isn't as fed up as I am. In any event, shame on you copywriters and art directors! Try to think up a fresh technique of your own. You'll find that it's fun and a lot more satisfying.

■ Equally old and tired is the headline whose first word is "*Suddenly.*" One example is shown here: "Suddenly, all my friends are drinking the *dry rum* I discovered under the brilliant Puerto Rican sky." I have 24 similar examples in my files. It's time to originate something fresh and different. Suddenly, let's do it. #

On the Merchandising Front . . .

Plain Lies, Damn Lies and Government Statistics

By E. B. Weiss

For a number of years in this column, I have periodically railed at various of our government statistics and statistical indexes. Simultaneously, I have railed against the common tendency of economists, who know better, to present these government statistics as though they were mathematical absolutes.

E. B. Weiss

It has been my contention for all of these years that our government statistics will not achieve the necessary degree of accuracy until the business community as a whole and our economists in particular, make a more determined effort to have the government's statistical service improved. The vital need for such action was pointed up once more recently when the Federal Reserve Board acknowledged that the post-war rate of growth of the nation's industrial output had been "materially greater" than indicated by the Federal Reserve Board's own and generally accepted statistical measurements.

■ This specific statistical measurement is the Federal Reserve Board's own index of industrial production. It is widely used by economists and others. It has received all of the awe and adulation and even reverence that would be merited by a statistical index of high accuracy.

But now the Federal Reserve Board has told the joint economic committee of Congress that actually the rate of industrial production has been approximately 20% *faster* than indicated by the board's own index of industrial production. Obviously, an error on the order of 20% in an economic statistical measurement of the importance of the Federal Reserve Board's index of industrial production is extremely serious—and I think it bears out my repeated contention that too many of our government statistics include woeful statistical shortcomings.

The chairman of the Federal Reserve Board stated that more than half of the 20% increase in the growth of industrial production which the board suddenly discovered "resulted from improved measurement of industries that are now included in the index."

■ Surely, this spotlights the vital need for improved planning of the various government economic measurements. I am certain that this critically needed improvement will not come about unless and until those who make the largest use of government statistical measurements—namely the economists—show a greater willingness publicly to admit that the statistical totals furnished them by the government are, statistically speaking, way back in the stone age.

As matters now stand, economists may confess quite privately to one another that the various government statistical services are rather inadequate, but in their private reports to the businesses by which they are retained and in their public speeches, they rarely, if ever, make such an acknowledgement.

On the contrary, it is general practice among economists, both in their private reports and in their public talks, to refer to the government statistical measurements as though they were even less subject to question than Caesar's wife.

■ This nation's economy has a deep requirement for accurate economic statistics. Time and time again over the last five years, we have discovered that one government statistical measurement after another has been inaccurate to the tune of 20%, 30% and even more. Now we are told by the Federal Reserve Board that its own vaunted index of industrial production has underrated the nation's industrial production to the tune of 20%!

Clearly, there is an urgent need for a revision of our government economic statistics. When will our economists take up the cudgel and belabor Congress to supply the business community with the statistical guidance it so desperately needs? #

Looking at Radio and Television . . .

The Packager vs. the Agency

By the Eye and Ear Man

What should the attitude of the advertising agency, and the advertiser himself, be toward a package television production? This question arises all the time, but rarely is it faced up to squarely. The most realistic answer, from the packager's point of view, is: "Don't fiddle with a successful show and don't try to fix a flop. Leave the producing to the professional producer."

The problem starts when an advertiser, as many of them do, wonders aloud: "What does an agency do to earn its 15% on a package tv show?" There follow efforts to reduce or eliminate the commission.

■ Because of this pressure, some agencies have indulged in unnecessary "make work" projects to help with producing the show. Many packagers say that most of these efforts have been successful only in slowing down production without adding to its quality in any particular way.

This corner has repeatedly preached the impossibility of isolating television production from all agency services. If a client questions the agency's handling of tv, it is better that he question the entire agency performance. If the client thinks his agency isn't worth 15%, he should get one that is.

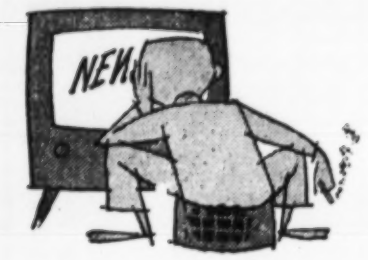
The 15% commission is a small price to pay for agency consultation when the recommendation may be worth millions of sales dollars if it is correct. Here, of course, this department is propounding the agency point of view; at least one major tv advertiser boasts that he pays

no commission on tv packages.

■ The day of the large tv departments with men actually producing shows appears to be gone forever. The use of shared programs and hour spot carrier shows has driven far into the background the early concept of an agency thinking up a program and then setting up a production staff to put it on the air.

Some agencies do retain producers with past experience in radio and television who act as supervisors on package shows. The extent of their contribution is directly dependent on their ability, their willingness to be present during important sessions and the willingness of a packager to cooperate.

Most of the show business pros in agencies are tending to get out into jobs that



will bring them closer to production, and in some instances, give them a share of the residual loot. Even department heads are leaving for more exciting jobs, having found that they cannot hope to compete as an agency production department with the successful motion picture companies and the "hot" independent tv producers.

■ The radio-tv guys left in agencies are mostly of a supervisory nature. They are extremely able in buying scientifically and negotiating for good time and program positions where an advertiser can get maximum efficiency.

The greatest irritation to a packager comes from the unnecessary calls, letters and comments he gets from agency supervisors who are assigned to his program and have to do something to make their work appear essential. The in-person meetings in Hollywood are generally confined to the cold, damp winter months.

Then there is the Hollywood department of pros who are assigned to sit on the set and see rough cuts and dailies.

The worst villain of the know-it-alls, again from the standpoint of the packager, whose check he pays, is the client. Many of these are graduates of the engineering or sales department—and they all seem inordinately influenced by their wives. The worst ones start by "I don't know anything about show business, but . . ." They can be a real problem if they try to make show business decisions without show business background.

■ Lest this appear to be a whitewash of producers, let it quickly be stated that that group, too, has its phonies and incompetents. But whoever the producer is, his must be the sole responsibility for the show. Second-guessing him can only end in confusion over who's to blame when the show is a flop. Two captains cannot fly an airplane at one time, and neither can an agency producer and a package producer run a show. Packagers say contracts calling for script approval by a client and an agency can present a real bottleneck. The delays and arguments make the show so desperate for scripts that the producer must take anything innocuous that comes along in order to keep up with his production schedule.

The safest thing an advertiser can do is to buy the ingredients of a good idea, a responsible producing company and a capable unit producer, as demonstrated by his work on the pilot, and give him a green light. The ratings and sales are the final criteria. If the agency has negotiated a bail-out cancellation privilege from the network, the show that fails can be dropped without sentiment or remorse—and the sponsor can hopefully go on to another vehicle.

■ The agency can play a very positive role in the initial discussions. Here the agency tv head with the packager can influence the development of characters, situations and policies. But the execution of these agreements generally is delegated to the packager. The more established the show or the more professional the producer, the less the agency or network generally has to say about the property. Where the ingredients are new and untested, the agency can make a substantial contribution. But more and more agencies are depending on the tested producer with a good record.

This is not to minimize the importance of having an agency that knows how to buy tv programming with finesse. But this kind of tv operation can be handled by a small department staffed by a highly paid skilled group. Their advice and shadow boxing can be worth a lot of 15%s. #

Learning from the Retail Ads . . .

The Localized Institutional Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

Here is an excellent institutional ad, with a capital "I". The chrysalis, the butterfly—speak to readers.

The copy carries localisms which department stores use too rarely.

"Was ever spring awaited with greater fervor than this year! We decided it was high time Pittsburghers saw the signs of spring so we decreed that the new season should arrive February 23, in spite of the prediction of the beast of Punxsutawney.

"Presto, tomorrow forsythia will bloom throughout our street floor . . . our canary chorus will burst into song, and all signs of winter will be banished from our store.

"A new season begins, and we've arranged a fashion festival that will continue right up to Easter. Come join us in our welcome to spring!"

■ The copy at bottom is headed "Special 'Welcome to Spring' Features." If this heading were bold face, with more prominence, I believe the ad would have gained more response.

Or, without doing violence to the main heading, a subhead with it could have said, "Come and enjoy our 'Welcome to Spring' Features."

■ When any general or institutional ad carries a specific story or invitation, it is important to get it into prominence. Otherwise a goodly percentage of readers assume the ad is the common stereotype of department store effusion of guff. And they never learn of the specific events or affairs they might like to attend.

Still, this is an excellent ad. And at least, most women already favorably disposed toward this fine store will read it with interest and appreciation. #

JOSEPH HORNE CO.

Tips for the Production Man . . .

Dimension in Headlines

By Kenneth B. Butler

Since man first began to carve inscriptions in caves and to chip designs in rocks, he has attempted to capture that third dimension: depth. The stereopticon viewers of our youth, and today's dimensional cameras, both set out to capture *depth* in the finished picture. We have, too, Cinerama screens and stereophonic or dimensional sound.

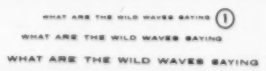
Achievement of dimension in flat layout is a little more difficult and there have been many experiments in the attempt to create an illusion of "being there."

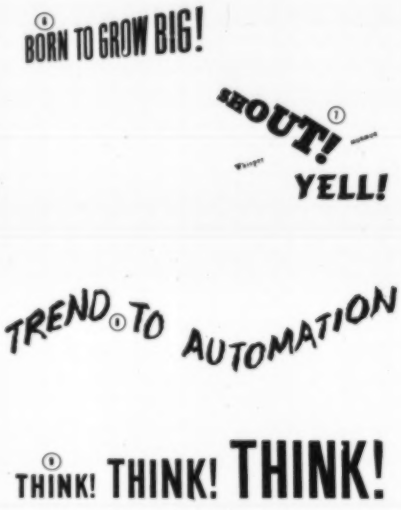
Out of a collection of several hundred examples of dimensional devices applied to display lines, I have selected a handful with which to illustrate this discussion.

■ Please understand that I am not suggesting that all major display lines in advertising should depart from standard type. These attention-getting or mood-setting gimmicks should be reserved for the occasional punch line; or, used where normal illustration is insufficient to establish the mood desired.

Some of these dimensional treatments require art work or photographic distortion. Many, however, can be achieved with regular type or with paste-up fonts.

Ordinary shadow type (certainly not new) does a fairly nice job of establishing depth; so does screening down some of the words in the headline.





4. *Repetition of a word in diminishing sizes to emphasize depth is further stressed by the screening of the word as it reaches its smallest size.*

5. *A simple straightforward dimension can be achieved by setting one word of a headline in different sizes of the same font.*

6. *Straight type distorted to gradually increase in size. Note the accent on final word.*

7. *Setting up the mood for the reader. The words "Whisper" and "Murmur" are small in size, while the words "Shout" and "Yell" are large and bold.*

8. *A flowing line can be achieved by one of two means. Individual transparency type characters can be pasted to follow an undulating line, or a straight line of type can be distorted photographically.*

9. *No trick to this one . . . simply set each succeeding word in a larger size of the same family.*

1. *Repetition of a full headline, with each succeeding line increasing in size. No special equipment needed to achieve this depth.*

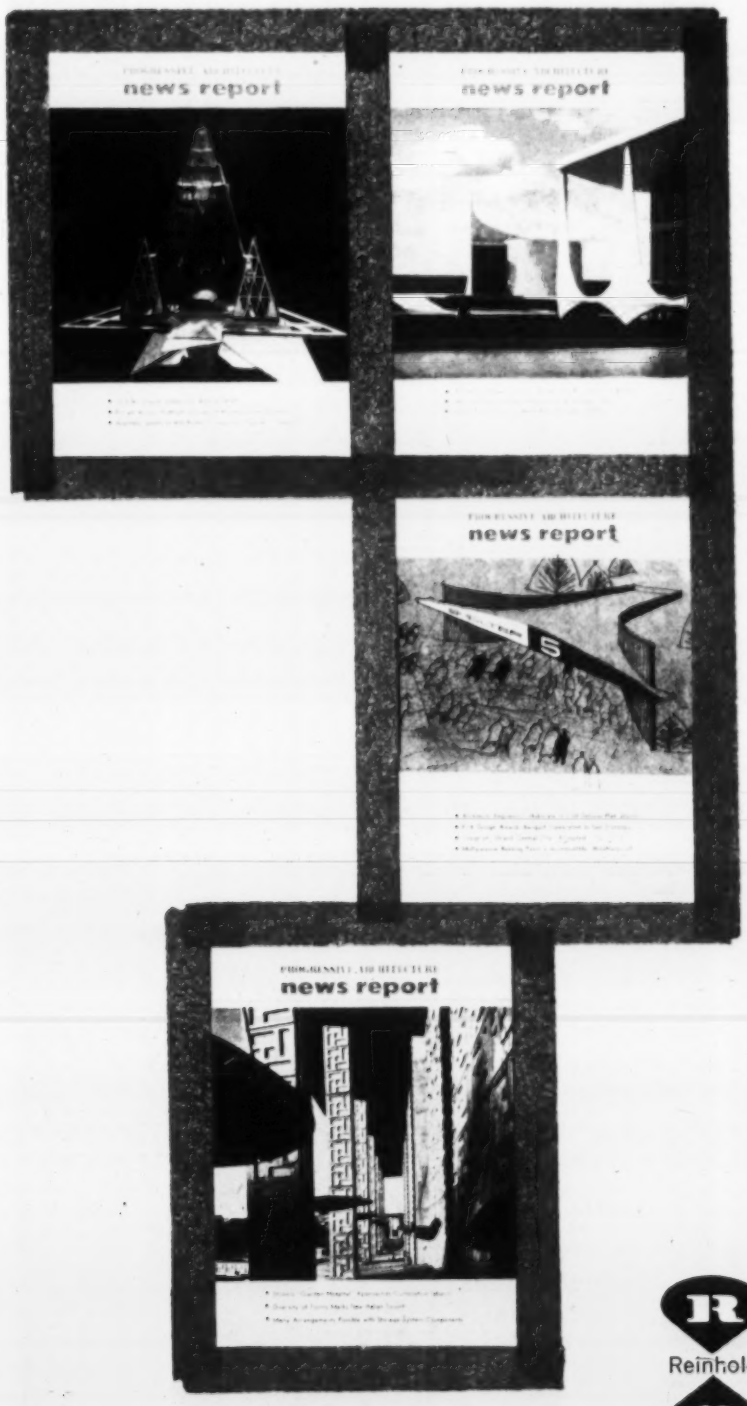
2. *A headline curved to set a specific mood. This treatment can be achieved by photo-engraver using distortion lenses and a straight line of type as copy.*

3. *This line of type gradually decreases in size to accentuate its depth. This treatment is accomplished by tilting the paper in the enlarger.*

Depth is created basically by means of these artifices:

- Difference in tone (the heavier, darker images are closer to the eye and the grayer or whiter images are far, far away).
- Perspective (anything receding into the distance appears progressively smaller, i.e., disappearing railroad tracks).
- Super-imposition (anything partially obscuring something else must be closer to the eye).
- Casting of a shadow (a flat image cannot cast a shadow, but a dimensional one can).
- Distortion (a distorted image indicates curvature in the reflecting surface).
- Echo (any sound less distinct than another must be issuing from a greater distance). In the graphic arts we do not command the use of sound, but we can control both *size* and *density*, which achieve similar results. #

P/A News Report...



lively
"first"
for the field...

proof of P/A's

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PROGRESSIVE ARCHITECTURE p/a

What's Doing on the Legal Front . . .

Misconceptions about Copyright Infringement

By Sidney A. Diamond
Member of the New York Bar

Copyrights provide legal protection for literary, musical and artistic works. A copyright should not be confused with a patent, which covers a newly invested article or process, nor should a copyright be confused with a trademark registration, which protects a brand name or other merchandising symbol.

Sidney A. Diamond

In order to qualify for copyright protection a work need not have any high degree of literary or artistic merit. However, it must be original; that is, it must be the creation of the author or artist himself, and not copied from something else.

"Original" is not the same as "novel." In order to qualify for copyright protection, the work need not be something completely new to the world; it is sufficient if it is the original work of its own author. The difference has been explained by Judge Learned Hand in a famous example. If someone who never had seen or heard any of the works of Keats by some miracle were to write the famous "Ode on a Grecian Urn" precisely as Keats originally wrote it, that poem would be original with its author.

As a matter of fact, as Judge Hand went on to explain, the author of the second "Ode on a Grecian Urn" could obtain a copyright for it because it was his own original writing; and nobody could copy from it without becoming an infringer although, of course, anybody could copy the original work by Keats because that has long been in the public domain.

■ A copyright does not protect the basic idea of a work, it covers only the particular form in which the idea is expressed. Another decision by Judge Learned Hand provides a classic illustration of this principle in action. The case involved the play, "Abie's Irish Rose," and the motion picture, "The Cohens and the Kellys." In each instance the story dealt with a series of misunderstandings between an Irish family and Jewish family who finally were brought together through the love of the son of one for the daughter of the other.

Although there were striking similarities between the two works because the same basic theme had been used, there was no evidence that specific plot incidents, lines of dialog or the like had been copied from the play for use in the script of the motion picture. The final decision in the case was that there had been no copyright infringement. Even if the idea for the motion picture had come from the play, that underlying idea could be taken without legal liability.

■ A copyright can be infringed in two basic ways. If a copyrighted work is used by someone who either does not know that it actually is covered by copyright, or does not realize that he needs permission for its use, then there has been an infringement. For example, the copyright in the song, "Happy Birthday to You," did not run out until 1949. Any commercial use of the song prior to that time, even by somebody who was under the mistaken impression that it was old enough to be in the public domain and freely usable by anyone, was an infringement of copyright.

The other type of copyright infringement is the kind called plagiarism. This involves borrowing from someone else's copyrighted work, often in paraphrase rather than direct quotation. Plagiarism also occurs when a copyrighted work is adapted without permission into a different form, such as the dramatic version of a novel. By its very nature, plagiarism must be a deliberate act; but anyone who innocently makes use of the work of a plagiarist is himself an infringer of the original copyright. Lack of knowledge is no defense to a claim of copyright infringement.

■ Not every instance of copying is sufficiently serious to constitute an infringement, however. A substantial part of the copyrighted work must be taken or there will be no legal liability. But "substantial," in this context, means important rather than lengthy. For example, there is a common misconception that it is safe to use up to eight bars from a popular song. No such rigid formula exists because the basic theme of a popular song can be expressed in fewer than eight bars. If what has been copied is substantial, then there will be copyright infringement, no matter how few notes are involved. The same principle applies to literary and other types of works.

Another common misconception is that infringement occurs only when it is kept secret. In other words, it is thought that an acknowledgment of the source is all that is necessary in order to avoid legal liability; but this is completely erroneous. The infringement is there whether the taker tries to pass the work off as his own or whether he credits the source and acknowledges the fact that he has copied from someone else.

■ Permission is needed in order to make use of someone else's copyrighted work. A copyright is an absolute monopoly so long as it has not expired, and the copyright proprietor is under no obligation whatever to issue a license to anyone who requests it. It is not safe, therefore, to go ahead and use copyrighted material on the theory that you always can get permission later. Nor is it safe to make use of copyrighted material on the theory that, if you get sued, the worst that will happen is a court order to pay the equivalent of a license fee.

Although the rules of copyright law are very strict, there still are certain uses that may be made of copyrighted material without a license from the copyright owner and without paying either a royalty or damages. The law recognizes an area called "fair use," which unfortunately is not capable of any specific definition.

Legitimate criticism is the clearest example of fair use. A book reviewer can quote fairly lengthy passages without fear of legal liability. Similarly, a scientist may copy the words of earlier workers in the same field which are necessary in discussing his own theories.

One special type of criticism is parody or burlesque. This is a field in which it is especially difficult to draw the line. Jack Benny's television burlesque of the play "Gaslight" was held to be an infringement rather than fair use, but the issue was so close that the United States Supreme Court divided four to four on it. (One Justice, for whom a special showing of the motion picture and television film had been arranged, abstained from voting altogether.)

■ The most significant guidepost is the importance of the borrowed material to the copier. If it is only incidental to the main purpose of the copier's work, then the tendency is to declare the use a fair one. But if a commercial purpose is served, the standards are stricter. Some examples from actual cases may help to make the meaning of "fair use" clearer.

A *Saturday Evening Post* article about the Green Bay Packers professional football team included a reference to the official song entitled "Go! You Packers Go!" and the eight lines of the chorus were quoted. The court decided that this was purely incidental to the article and therefore was a fair use, not an infringement of the copyright in the song. A similar case involved a "Talk of the Town" item in *The New Yorker* shortly after the death of Pearl White, the famous star of the motion picture serial, "The Perils of Pauline." There was an old song of the same title and *The New Yorker* quoted some 13 lines from the chorus. This, too, was held to be a fair use.

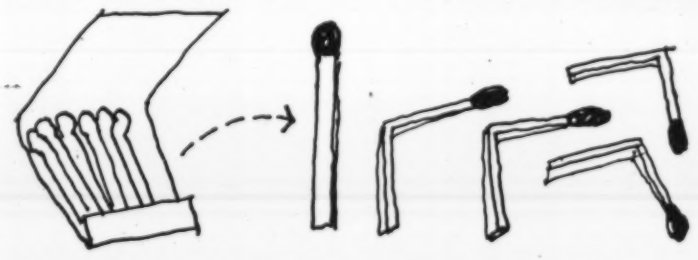
■ The legal literature also contains decisions in which the defense of fair use did not succeed. One well-known example is a suit claiming that the telephone book was infringed by a so-called numerical telephone directory; this had been produced by taking the information from a regular telephone book but rearranging it so that the numbers were listed under each exchange in order, with the subscriber's name following his telephone number instead of the other way around. The whole substance of the numerical directory was taken from the regular telephone book and the court decided that this definitely was an infringement rather than a fair use.

One of the classic cases in this field involved advertising. Liggett & Myers Tobacco Co. issued an advertising pamphlet for Chesterfields, entitled "Some Facts About Cigarets," in which it quoted in almost identical words just three sentences from a book, "The Human Voice, Its Care and Development," indicating that the use of tobacco had no ill effects upon the auditory passages. Even though an acknowledgment of the source was contained in the pamphlet, the court felt this to be so obviously a commercialization of the copyrighted work that it could not be justified as a fair use. Judgment was rendered in favor of the book publisher which held the copyright.

The risks for the advertiser in this highly technical field are so great that it is wise to follow the old maxim, "Better safe than sorry." In other words, if you want to use copyrighted material, make certain that you have cleared it with the copyright owner in advance. #

DRAWTHINKS

The COPYWRITER'S Art Course by Pinson



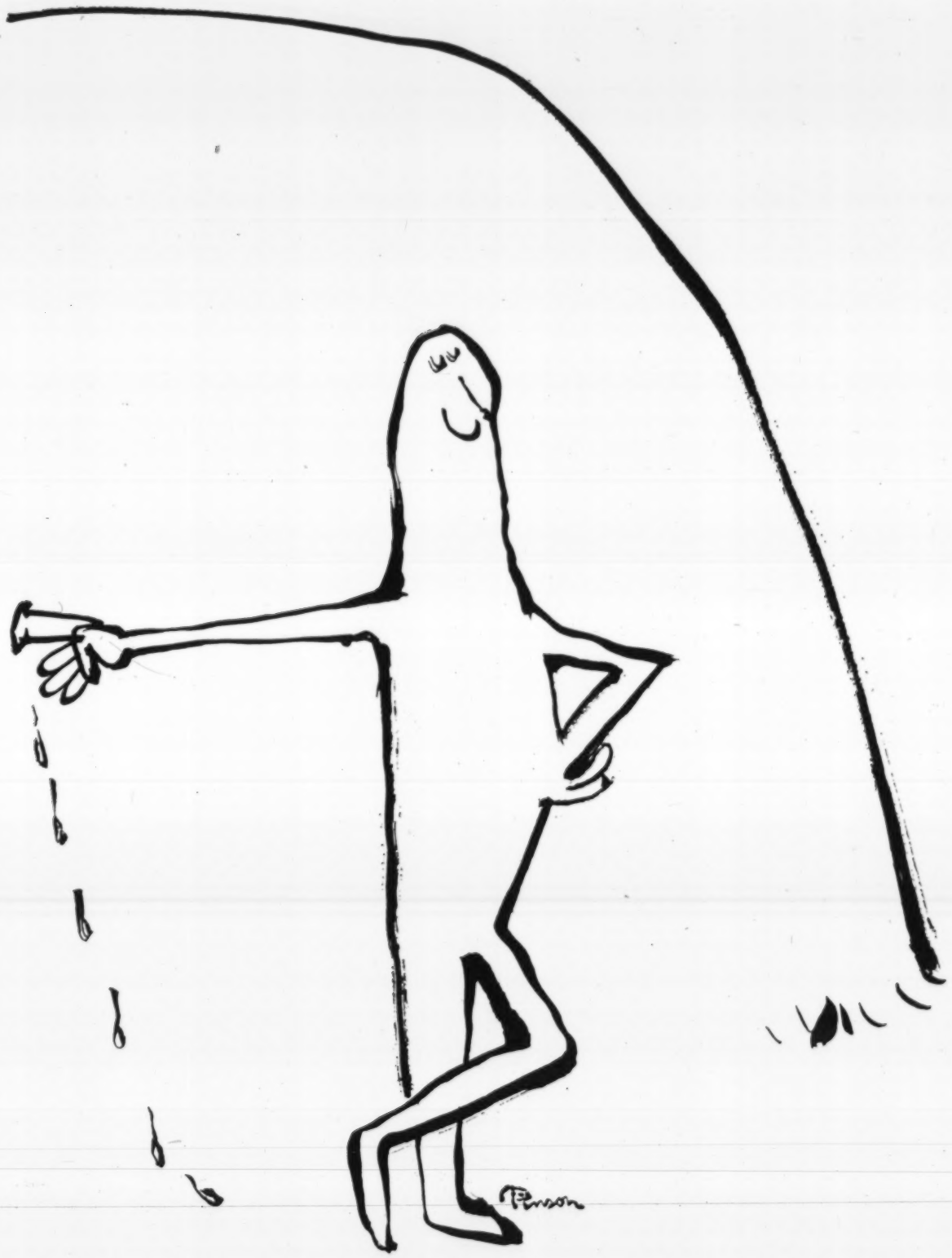
Don't forget the 5-Match Man

How to use this copywriter's creative tool to better figure indication on roughs:

1. Take five matches from a paper match pack. Bend four of them in half (above).

2. Place them on your desk like this to create a visual symbol of a human figure (right). Memorize the simple relationships.

3. Practice drawing the 5-match man. See how many different positions you can put him in. Add a skirt. Add expressions. Forget about complicated human figure anatomy problems, and concentrate on action and idea, for greater clarity in roughs to your art partner (when and if he wants this kind of cooperation).



Read your fan mail lately?

Plugging leaks in the dike can get you a wet finger and sometimes very little else.
That's why everyone in advertising can be especially pleased at the fan letter
The Advertising Council got recently from a gentleman in Brooklyn.
"Dear Sirs" (it said simply) "Thank you for ending this ridiculous recession."

Advertising didn't stop the recession all by itself, of course. But it does make a pretty interesting story—the way advertising worked to keep America from kidding itself into a serious slump. That story is now on film. In color. Titled "Psychological Warfare Against Recession." Maybe you'd better see it. It might help you feel just a little bit prouder of your profession. And it might help explain some of the fan mail we've been getting lately.

Copies for showing may be obtained by writing
The Advertising Council, Inc., Dept. T-L, 25 W. 45th Street, New York 36, N.Y.

ADVERTISING COUNCIL · PUBLIC SERVICE ·

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Deplores 'Continuing Attempt to Bash the Brains of the Brainy'; Cites McCann Ad

To the Editor: Has McCann-Erickson joined the war now being so widely waged against brains?

I am driven to this horrifying conclusion by the McCann house ad that appears in this week's AD AGE (AA, Aug. 3).

"He Slept With His Head Between Book Ends" declares the headline. And the illustration shows two men in close-up. One symbolizes the American intellectual. He's a creep who looks like a zombie. His eyes are closed, his face is vacuous. He's drinking what could be Dragon's Blood, or a Bromo-Seltzer after a terrible hangover. (And how would YOU like to face the world after being curled up all night between the left and right halves of say, Dr. Johnson, or maybe even Sophocles?)

The other individual is a rugged stand-up sort of guy with a superior grin on his puss. He evidently is the red-white-and-blue American who never reads a book, let alone lets any bookish ideas disturb *his* slumber. But he's okay, see—because HE BELIEVES IN ADVERTISING. (He SHOULD. He's the spokesman for McCann!) The other guy, the intellectual, HE CRITICIZES advertising. And don't you think he doesn't get his comeuppance in this ad. But good. He not only loses the argument (how he has the strength to utter a single word is never explained) but he also loses his temper. This last action, according to the ad, "goes to show that even an intellectual has feelings."

Brother, you're so right! More and more persons, in and out of advertising, are horrified at this continuing attempt to bash the brains of the brainy . . . to ridicule them as "eggheads," or even worse, as pansies who, says the ad, "don't like football, baseball, kids, dogs or television" . . . to make them, in this instance as so laboriously in the past, the scapegoats for criticism against the excesses and abuses of advertising.

If my dictionary is right, intellectual means "having unusual mental capacity, above the average in intelligence." Is there anything wrong in that? Then tell me—what are we in advertising so scared of? Why must one of our top agencies attack and belittle the vast group in business, in science *and in advertising* that is contributing so much to America's greatness? Even the possibility that this McCann ad could have been written by a Phi Beta Kappa is no defense. It makes the end product all the more deplorable.

Peter Artzt,
Adams & Keyes, New York.

• • •

AAR Ad Pulls Lots of Mail

To the Editor: Thank you for the plug in ADVERTISING AGE of July 27 (The Creative Man's Corner). We were interested in noting that your analysis mentioned several deep and possible—I believe you call them curious—reasons for this type of advertising but quite overlooked the simplest and most truthful of all; namely, that we wanted people to realize that railroads are an integral part of their lives whether they know it or not.

This is in essence the same theme we have used for 20 years showing the essentiality of the railroads, but this is a new approach to an old subject. Few advertisements have brought us as much mail as the present series and I would say the letters are running favorable in the ratio of 99 to 1.

J. Handly Wright,
Vice-President, Assn. of American Railroads, Washington.

• • •

It's a Hippo, Not a Rhino

To the Editor: Thought the enclosed advertisement might interest you as another candidate for "utter oblivion" or "ads we can do without."

The advertiser here is rendering a disservice to himself and to every other advertiser in the *Detroit Free Press.* And the profound misunderstanding of psychology is matched by the inept zoology . . .

the rhinoceros shown is really a hippopotamus.

Yours for more education in advertising.

Reilly Bird,
Reilly Bird Advertising, Detroit.

•

To the Editor: Am I wrong, but does the enclosed Suffrin ad appeal to you as the wrong animal even at the $2.98 price.

It seems that this hippopotamus is not a rhinoceros.

Sent along for kicks though I believe you have long since been informed of this one.

Kent T. Lundgren
Menominee, Mich.

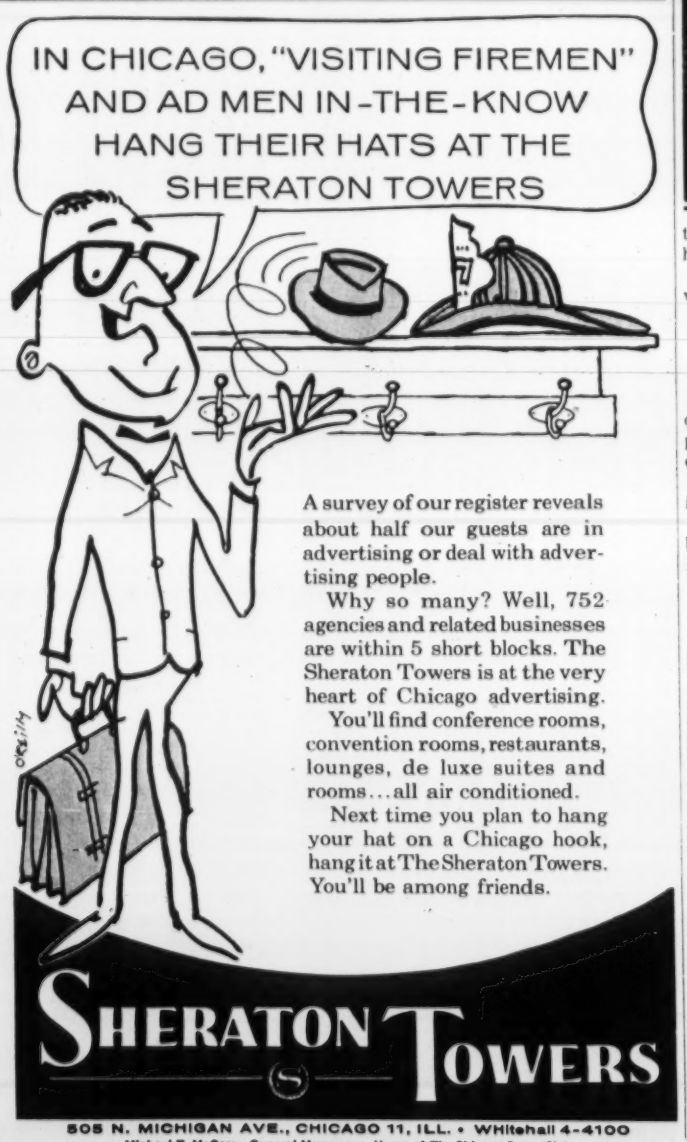
• • •

Action-Research Not New

To the Editor: The doctrine of action-research for decision making attributed to the Institute for Motivational Research (AA, July 20) is not an entirely new development in the behavioral sciences. Our firm has been selling the very exact same notion for two years and it is described in the Boston *Advertising News* of Feb. 20, 1959.

The concept of action-research was originally developed by the late Dr. Kurt Lewin and his students. Every trained social scientist adheres to this basic orientation of designing research for testable action consequences, a philosophy that has been current in academic social psychology for over ten years.

Martin Grossack,
President, Grossack Associates, Boston.


IN CHICAGO, "VISITING FIREMEN" AND AD MEN IN-THE-KNOW HANG THEIR HATS AT THE SHERATON TOWERS
A survey of our register reveals about half our guests are in advertising or deal with advertising people.
Why so many? Well, 752 agencies and related businesses are within 5 short blocks. The Sheraton Towers is at the very heart of Chicago advertising.
You'll find conference rooms, convention rooms, restaurants, lounges, de luxe suites and rooms... all air conditioned.
Next time you plan to hang your hat on a Chicago hook, hang it at The Sheraton Towers. You'll be among friends.
SHERATON TOWERS
505 N. MICHIGAN AVE., CHICAGO 11, ILL. • WHitehall 4-4100
Michael T. McGarry, General Manager • Home of The Chicago Press Club

Krokodil Tears

With the opening of the American exhibition in Moscow fast approaching, the Soviet press dug deep for evidence of degradation in a consumer economy. Reprinting an Art Crayon, Inc., ad that appeared nineteen months ago in The New York Times, the weekly humor magazine Krokodil bristled with Victorian prudery, captioned the mustached Mona Lisa: "To Hell with reverence—only the dollar is sacred . . . Perhaps mom has borne the translation of the Mona Lisa into D'Artagnan stoically—we don't find it that easy."

A half-dozen Americans also have registered complaints, admitted Lee Friend, president of Friend-Reiss Advertising which created the ad. But putting Krokodil's tears in perspective, Friend noted: "Nothing disrespectful was intended. Most people saw the humor in it."

No Offers from Russia

To the Editor: The attached story appeared in the July 20 issue of *Newsweek.* As the man who created the ad, I feel deeply honored that it has been selected by the Russians as a symbol of American decadence.

Henry Seiden,
Batten, Barton, Durstine & Osborn, New York.

• • •

Hackerman, Not Babbitt, Invented OBA, Reader Says

To the Editor: ADVERTISING AGE has been reporting on the B. T. Babbitt Co. forthcoming promotion "Own A Bit Of America" (OBA).

What hasn't been revealed publicly, up to this time, is the fact that neither B. T. Babbitt Co. nor its agency created the idea.

A friend, and former client, Irvin N. Hackerman, owner of a dry cleaning plant in Pikesville, Md., originally thought of the idea and has been using it successfully for over a year and a half.

Mr. Hackerman is well known throughout the dry cleaning industry in America and every dry cleaning trade journal has at one time or another carried an article on his plan.

The U. S. Treasury gave him a commendation and the representative from his home district entered his name in the Congressional Record complimenting Mr. Hackerman on "his fine idea."

I thought this matter could stand some clearing up and feel Mr. Hackerman deserves some public attention.

Jerrold B. Harris,
President, Harris Advertising Associates, Baltimore.

• • •

'Read' English Fluently?

To the Editor: Please teach me how to *read* English fluently—like Puerto Ricans in the story about Gardner Cowles (AA, July 27).

Speak fluently—yes. Read fluently—I doubt it.

Jim Crawford,
Des Moines, Ia.

• • •

NAAN Now in Sarasota; Midwestern Is Mutual

To the Editor: We were very happy to see Ken Groesbeck's interesting and informative article "How Useful Are Agency Networks?" in your July 27 issue.

Just to bring Mr. Groesbeck's information up to date, may I point out that the headquarters of National Advertising Agency Network were moved from St. Louis to Sarasota, Fla., just a year ago?

Also, that we now have 30 members with 35 offices?

The average billing of our members is just a little under $2,000,000.

It is the policy of NAAN to actually seek membership only in the top 35 markets of the U. S.

Our dues are high enough to enable us to maintain a fulltime headquarters staff of three people.

Oakleigh R. French,
Managing Director, National Advertising Agency Network, Sarasota, Fla.

•

To the Editor: Ken Groesbeck has done about as fine a job (AA, July 27) in explaining the values of ad agency networks as I have ever seen. I knew he was expert on the topic, having heard him address our own network several meetings ago, but the manner in which he captures the gist of the subject makes this one of the best things he has written.

I would like two things: First, permission to reprint this article "How Useful are Agency Networks" in a pamphlet to send to applicants for membership in our network.

And, second, to ask the good Mr. Groesbeck not to list us as "Midwestern Advertising Agency Network." Having added members in North Attleboro, Mass., Los Angeles, Oakland and Toronto, we felt it advisable over a year ago to change our name to Mutual Advertising Agency Network.

Allan J. Copeland,
Allan Copeland & Garnitz, Chicago.

• • •

Olds Replaces Chevy in Mobilgas Promotion

To the Editor: I read your very fine article in AA July 13 about "Bunky" Knudsen and the way he expects to jump Pontiac into the number two slot of General Motors sales. It appears to me from the enclosed ad which Mobilgas placed in the July 10 *Chicago Tribune* that Bunky is going to drive his Pontiac to pole position if he's given half a chance.

Please note the top halftone in the Mobilgas ad shows not a Chevrolet, but a Pontiac ('58) blasting its way to the top of Pikes Peak, even though the copy reads . . . "Nick Sanborn won in a '59

stock model Chevrolet powered with Mobilgas Special . . ."

The big question is . . . Bunky . . . how did you slip that Pontiac into the picture? Is this part of your master plan to not only bump Oldsmobile, Plymouth and Ford . . . but also the front running Chevrolet?

Richard E. Hellyer,
Elk Grove, Ill.

• • •

Nuzzled Gals Always Giggle

To the Editor: I wish to defend the honor of Adinah Whitehead, impugned by reader C. Ralph Bennett (AA, July 27).

Of course the woman is not drunk. She is merely giggling helplessly.

All women giggle helplessly when nuzzled by men with whiskers.

It takes some lady opera singers years to get used to this public kind of whiskering.

Carl K. Hixon,
Leo Burnett Co., Chicago.

• • •

AA Is 'Mighty Touchy'

To the Editor: AA is getting mighty touchy. Today's Voice of the Advertiser (AA, Aug. 3) carried three editorial postscripts. And a bit nasty, I might say—your sarcastic comments on Mr. Watson's letter from Seattle were as uncalled for as your news-story page-jumping is frustrating.

You accuse the gentleman from the Soviet of Washington* of keeping his righteous indignation to himself until you brought the issue to light (re: Dial's ½-Price Sale). Now, really, as self-appointed custodian of advertising morality, what do you expect from your readers—leadership? Isn't it enough that they fill your little mail bag with agency tidbits so that you can spread your publication close to the 100-page mark every week? For all you know, Mr. Watson may have been blowing his top all over Seattle about Dial's little gimmick.

If you are looking for leadership—I've given you plenty of opportunity. I've been screaming about the nasty old FTC—always nagging about comparative prices, when everyone knows the real swindles are in the selling prices. You have paid no attention to this. I've seen no blazing editorials giving the FTC a whatfor—in fact you have been playing editorial footsee (spelling????) with them.

Come now, you can be a little more thickskinned; it's a sad day when the frustrated reader can't give his favorite publication hell without getting a return fire. If we all agreed with your cultural party line it wouldn't be any fun reading AA.

*Farley's phrase, not mine.

Wm. J. Appel Jr.
Mannie R. Klein Advertising, Washington, D. C.

• • •

Glidden Agency Agrees: 'Pictures Make the Ads'

To the Editor: We are in complete agreement with the Creative Man's column on June 22, "The Picture Makes the Ad."

Because of the points he made in that column, we think you'll be interested in the Glidden campaign

we are currently running in the *Wall Street Journal*. Glidden management thought enough of it to talk about it in the enclosed report to shareholders. We are also enclosing a couple of proofs, to give you a better idea of the "full size" impressiveness of the ads.

Here are the ads, we believe, whose message is directed both to the heart and the curiosity. And the success of the campaign—which Glidden management feels has been terrific—is testimony to the points the Creative Man made so effectively in his column.

Andrew B. Meldrum,
Vice-President and General Manager, Meldrum & Fewsmith, Cleveland.

Lavenson Liked Lucky Layout

To the Editor: The man on your staff who laid out Page 12 of the July 20 issue of ADVERTISING AGE is either brilliant, born with a magnificent sense of humor, or lucky—perhaps all three.

The juxtaposition of the editorial entitled "Diffusion of Responsibility" and the "Gladys the beautiful receptionist" cutline is a thing of beauty and a joy forever.

James H. Lavenson,
President, Lavenson Bureau of Advertising, Philadelphia.

The editorial consoled Mr. Lavenson on the necessity of corollary services in the agency business. Gladys remarked that her agency was doing a total marketing job—no advertising.

• • •

He's Bachelor, Not Parent

To the Editor: On behalf of Reach, McClinton & Co., may I say "thanks" for the flattering comments you printed about the Prudential Insurance Co. advertising campaign (AA, July 27, Bill Tyler's Ten).

One thought, though—you'd best polish the crystal ball of the person who describes copywriter Herman Raucher as "a man who evidently is the parent of a small daughter . . ." Since I'm not acquainted with Herm's activities outside our office, I can't say for a fact that this isn't true . . . However, I can say without contradiction that he is a 31-year-old bachelor. So draw your own conclusions.

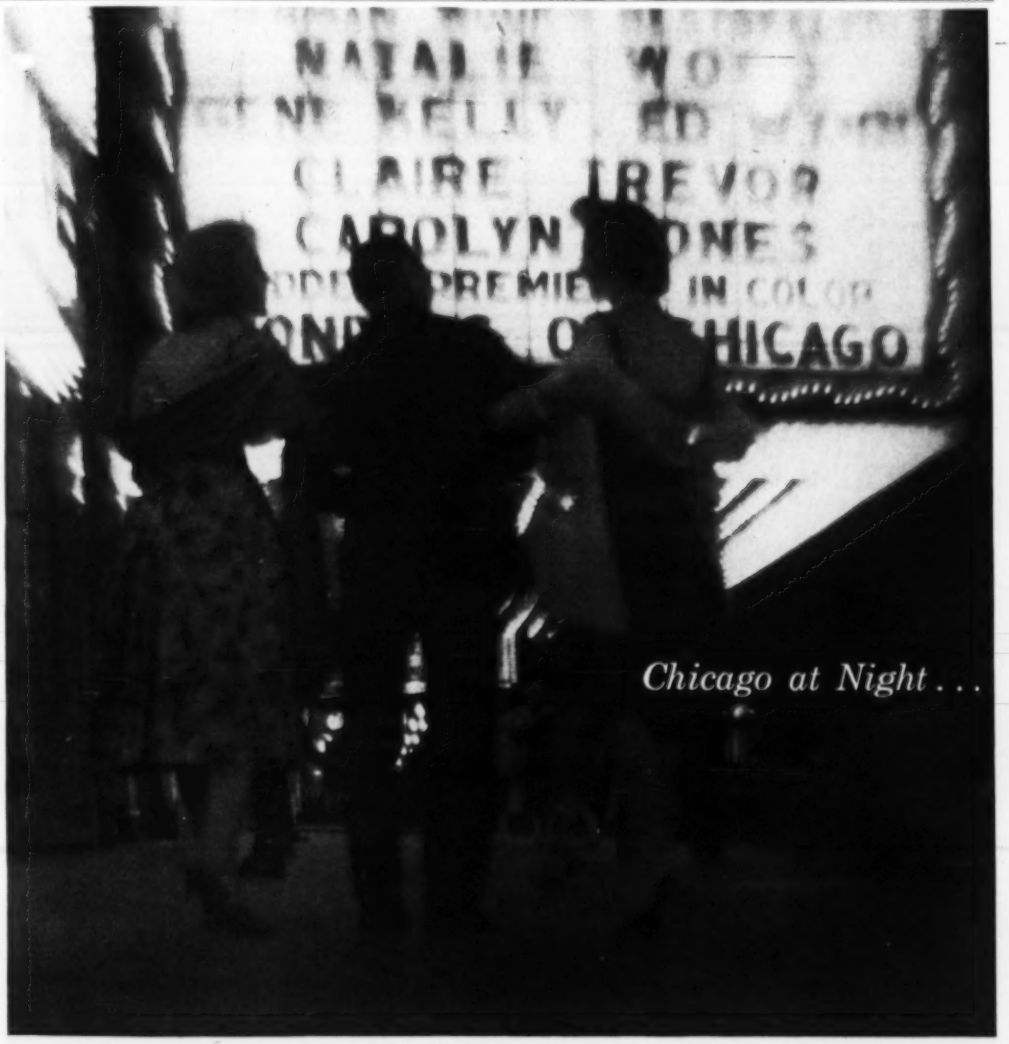
But, don't feel too badly about this. You may be interested in the reaction of a psychology class at a midwestern university, which was shown the Prudential ads and then asked to give their conjured-up description of the writer. Opinions varied from a "young father with three children" to a grandmother. No one in that class imagined the copy was written by an unmarried young man of some thirty-one summers.

Phil Wasserman,
Publicity Director, Reach, McClinton & Co., New York.

You, too, can get effective merchandising help in Muncie

THE MUNCIE STAR
and
MUNCIE EVENING PRESS
will participate in the
"Better Meals Build Better Families"
Food Promotion
September 14th through
September 26th, 1959

The MUNCIE STAR * MUNCIE EVENING PRESS
MUNCIE, INDIANA
National Representatives: Kelly-Smith Company



Double Feature. Between two ladies, between two lives—
a busy office life and Chicago's sparkling night life. His work day closes
just as Chicago brings on its after-hours army: the entertainment
people, factorymen, public servants . . . and Superior's night staff.
Forty-five men keep Superior lights burning till early morning
to produce *Superior Engravings* for those morning deadlines.

For Superior Service, Superior Quality . . .
call SUPERIOR now!
215 WEST SUPERIOR STREET, CHICAGO 10, ILLINOIS
CHICAGO'S FOREMOST PHOTOENGRAVING AND OFFSET PLATEMAKING PLANT

SUPERIOR ENGRAVING COMPANY
CALL
NIGHT
DAY
SUperior 7-7070

Admen's Musical Chairs?

To the Editor: While glancing through the August issue of *Advertising Requirements* I was struck by the similarity of an ad running in our August issue of *Hospital Management* to the Monotype ad on Page 79. The ads are enclosed. They both have figures sitting in chairs with captions underneath.

I wonder if both of the advertisers have the same agency, and if so, have the same layout artist?

Gerald T. Kuc,
Advertising Production Dept., *Hospital Management*, Chicago.

Looks as if McGraw-Hill ought to get most of the credit for the man-in-the-chair technique.

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

We were quite amused with the member of a Western state's legislative body who affixed the following sign to his desk:

Don't Ask Me For
Any Information
If I Knew Anything
I Would Not Be Here

Sometimes we can sympathize with an attitude like this. After all—who among us has not experienced never-to-be-forgotten days when everything you touch turns to trouble . . . when nothing goes right . . . when the whole world seems to be in league to drive you off your rocker. (And our own personal solution is illustrated below.)

Early this spring, we set up our own IBM tabulation department to provide a more closely-controlled and more efficient means of producing tabulated field information. This department is headed up by a person with more than 15 years solid IBM experience, aided by a staff of four assistants. Through the installation of this IBM equipment, we are now able to tabulate retail store information immediately upon receipt from our test cities.

* * *

In this day and age of weight consciousness, folks the nation over have made a big business of the various and sundry dietary substitutes that replace foods high in calorie content. Just recently, one manufacturer of a non-calorie "slimming agent" wanted to check the effect of some special advertising and promotion on his product, and called for a Burgoyne retail sales study to help set the wheels of progress in motion. Burgoyne was already set up to operate with drug store panels in Tampa, Houston, Omaha, and Louisville . . . and as field reports are turned in, the information will be checked and tabulated on our newly-installed IBM equipment. A series of monthly retail sales reports will give the client an accurate picture of the sales of this product during the test period.

* * *

When you're mapping the strategy for **your** next market test—let the Burgoyne organization lend an experienced hand. Write, phone, or wire—full particulars are yours for the asking.

Burgoyne
GROCERY & DRUG INDEX, INC.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Nielsen Network TV

Two Weeks Ending July 12, 1959

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., NBC)	13,172
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	12,638
3	I've Got A Secret (R. J. Reynolds, CBS)	12,238
4	All Star Baseball Game (Gillette, NBC)	11,570
5	77 Sunset Strip (Several sponsors, ABC)	11,036
6	Have Gun, Will Travel (Lever, Whitehall, CBS)	10,903
7	Ed Sullivan Show (Mercury-Edsel, Kodak, CBS)	10,858
8	The Rifleman (Miles Labs, Procter & Gamble, Ralston, ABC)	10,369
9	The Joseph Cotten Show (General Foods, CBS)	10,324
10	The Millionaire (Colgate-Palmolive, CBS)	10,146

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., NBC)	30.1
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	28.9
3	I've Got A Secret (R. J. Reynolds, CBS)	28.0
4	All Star Baseball Game (Gillette, NBC)	26.4
5	77 Sunset Strip (Several sponsors, ABC)	26.3
6	Have Gun, Will Travel (Lever, Whitehall, CBS)	25.0
7	Ed Sullivan Show (Mercury-Edsel, Kodak, CBS)	24.8
8	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	24.4
9	The Millionaire (Colgate-Palmolive, CBS)	23.7
10	The Joseph Cotten Show (General Foods, CBS)	23.6

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	11,659
2	I've Got A Secret (R. J. Reynolds, CBS)	10,814
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	9,924
4	Wagon Train (Ford, National Biscuit Co., NBC)	9,835
5	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	9,390
6	Danny Thomas Show (General Foods, CBS)	9,078
7	77 Sunset Strip (Several sponsors, ABC)	8,900
8	The Joseph Cotten Show (General Foods, CBS)	8,900
9	Peter Gunn (Bristol-Myers, NBC)	8,900
10	GE Theater (General Electric, CBS)	8,811

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	26.7
2	I've Got A Secret (R. J. Reynolds, CBS)	24.7
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	22.8
4	Wagon Train (Ford, National Biscuit Co., NBC)	22.5
5	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	22.1
6	77 Sunset Strip (Several sponsors, ABC)	21.2
7	Danny Thomas Show (General Foods, CBS)	20.9
8	GE Theater (General Electric, CBS)	20.6
9	The Joseph Cotten Show (General Foods, CBS)	20.4
10	Peter Gunn (Bristol-Myers, NBC)	20.3

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

** Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

"Bible Of The Business
—says John P. Cunningham, Chairman of the Board, Cunningham & Walsh, Inc.

"Essentials
covered clearly and interestingly"—says Sigurd S. Larmon, Chairman of the Board, Young & Rubicam, Inc.

Kenneth Groesbeck's
ADVERTISING AGENCY SUCCESS

$5.00 at your bookstore or from
HARPER & BROTHERS, N. Y. 16

SCHICK LAUNCHING—*John J. Reidy, president of Schick Inc.; Charles R. Whitmer Jr., director of advertising and George Ogle, Schick account executive at Benton & Bowles, New York, look at a blowup of forthcoming Lady Schick advertising, part of Schick's upcoming multi-million dollar fall campaign (AA, Aug. 3).*

FTC Hits Basic Books Encyclopedia on Promotion Ploy

WASHINGTON, Aug. 11—The Federal Trade Commission last week ordered Basic Books Inc., Chicago, publisher of Universal World Reference Encyclopedia, to stop misrepresenting to prospective buyers of the encyclopedia that they have been "specially selected" to receive free copies of the book for advertising purposes.

The commission's opinion said that Basic Books' house-to-house salesmen had misled customers by false statements that they had been specially selected to receive a free copy of the encyclopedia, provided they purchase its yearly supplements, and that the offer was for a limited time only.

The opinion also said that salesmen's claims that (1) the offer was being made in connection with a customer survey and (2) the book was being offered at a special price were false. #

B&B Names Southard, Elects 3

Benton & Bowles, New York, has appointed John L. Southard Jr., formerly an account executive at C. J. LaRoche & Co., an account executive. B&B also has elected Leo Higdon, Bernard Lubar and John Jackson, all creative supervisors, vps.

Aubrey Joins DCS&S as VP

Stever Aubrey, who left J. Walter Thompson Co. last year to join McCann-Erickson, has moved to Doherty, Clifford, Steers & Shenfield, New York, as vp and account supervisor on Bristol-Myers. Mr. Aubrey was JWT account executive on Eastman Kodak and McCann account supervisor on Chesterfield and Oasis cigarets.

Kimball Picks Samson

W. W. Kimball Co., Melrose Park, Ill., manufacturer of pianos and organs, has named M. L. Samson Co., Chicago, to handle its advertising. Kimball recently became a division of Jasper Corp., Jasper, Ind. Warren Wetherell & Associates, Chicago, is Kimball's former agency.

get the facts on New York City's
new medium on wheels
OUTSIDE BUS ADVERTISING
Mass coverage of millions, or local showings in one or more of eleven different sections of the city. Phone John J. Woods (ULster 2-5000, Ext. 4768) for rates and availabilities.
NEW YORK CITY TRANSIT AUTHORITY
370 Jay Street, Brooklyn 1, N. Y.

2 Chicago Printers Merge

Two large Chicago printing plants—Inland Press Inc. and Magill-Weinsheimer Co.—have merged. The new company will be known as Mastercraft Corp. Carl E. Dunnagan, founder of Inland Press, is president of Mastercraft, and Alfred J. Weinsheimer, founder of Magill-Weinsheimer, has been named chairman. The new company will handle a potential annual billing of $15,000,000.

Spire Names Roberts VP

Bruce E. Roberts, an executive with William M. Spire Advertising, Miami, has been promoted to vp and general manager. The Spire agency handles advertising for the General Development Corp.-Mackle Co. on Port Charlotte, Port St. Lucie, as well as other developments.

'Newsdealer' Bought By Editor

Newsdealer, a monthly with controlled circulation of more than 50,000, has been purchased by Roger Damio, editor, from the estate of the late publisher, Willard H. Cobb.

Wells Joins Wilding-TV

Tony Wells, former Chicago film producer of Leo Burnett Co., has been named television production manager of Wilding-TV, midwestern television arm of Wilding Inc.

SPREADING THE NEWS
SINCE 1922

by DAY and NIGHT
(America's First Engraver)
REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

B&W OPPOSITE COLOR—*Latest in the 1959 worldwide institutional campaign by Britain's Shell Petroleum Co. is this spread for the company's agricultural and industrial chemical products, running in August issues of international magazines. This campaign, featuring a left-hand color page opposite a b&w page, has lifted Shell into the leading advertiser position in international media. Auld & Tilbury, London, is the agency.*

2,500 Advertisers Spent $12,395,000 in International Magazines in 1st Half

(Continued from Page 2)

No. 1 spot from fifth place. The company this year launched a new institutional campaign in international media, featuring its chemical products in a series of unusual spreads—a color page opposite a b&w page. Auld & Tilbury, London, has been placing this schedule for Shell.

■ J. Walter Thompson Co. continues to bulk large in this field. Four of the top five advertisers —Pan American, Ford, Douglas Aircraft and Champion spark plug —are JWT accounts.

It should be emphasized that these figures represent *only* expenditure by companies in the so called international media. The substantial sums invested by advertisers locally are not measured in "The Rome Report." This accounts for the absence from this list of many manufacturers of consumer products, companies such as Procter & Gamble and Colgate-Palmolive, whose advertising is concentrated in local media abroad.

■ A breakdown of the international media expenditures by product class shows that the industrial equipment, power & machines category accounted for the largest slice of the total—11.1%.

A breakdown of the expenditures by publication shows that three publishing groups—Time Inc., Vision Inc. and *Reader's Digest*—dominate this field. Their 14 publications carry roughly two-thirds of the total expenditure.

The leading single publication is *Life International*, which carried $1,827,000 of advertising during the first six months of 1959. The five Latin American editions of *Reader's Digest* carried $1,872,000. (Editor's note: Rome does a complete audit of the *Digest's* Latin American editions. Eight *Digest* editions elsewhere are checked only for "international linage."

21 Top Advertisers In International Media

(Period: 1st 6 Months, 1959. Source: Rome Report)

		(000)
1.	Shell Petroleum	$ 355
2.	Pan American	211
3.	Ford	188
4.	Douglas Aircraft	152
5.	Champion spark plug	148
6.	General Motors	135
7.	Chrysler International	133
8.	Daimler-Benz	131
9.	Monsanto	127
10.	Coca-Cola Export	125
11.	Martini & Rossi	123
12.	Minnesota Mining & Mfg.	122
13.	Burroughs	122
14.	Firestone International	115
15.	International GE	113
16.	Allis-Chalmers International	113
17.	IBM	113
18.	Outboard Marine International	110
19.	Pepsi-Cola International	109
20.	Omega Watch	104
21.	KLM Royal Dutch Airlines	102

Advertising Revenue of Top International Publications

(Period: 1st 6 Months, 1959. Source: Rome Report)

	(000)
Life International	$ 1,827
Time-Atlantic	1,320
Life en Espanol	1,220
Time-Pacific	750
Vision	735
Time-Latin American	733
Reader's Digest (five Latin American editions)	1,872
Visao	380

'Newsweek' Names Donovan

Robert F. Donovan, formerly appliance ad manager of *McCall's*, has joined the New York sales staff of *Newsweek*. *Newsweek* also has promoted John F. Whedon Jr. from its sales staff to assistant to the ad director and has named Emory R. Chenoweth, formerly with *U.S. News & World Report*, to the sales staff.

Publicker Promotes Smith

R. Robert Smith, director of advertising and merchandising for Publicker Distillers Products, Philadelphia, has been elected a vp of the company, and will head the marketing operations of the company's affiliates—Old Hickory, Continental, Kinsey and Haller Distilling Corps.

Quizzes Haven't Left TV, They're on Days

(Continued from Page 1)

don't seem to have dampened the enthusiasm of the daytime audiences to any noticeable degree. Five of the Arbitron-rated daytime shows for July 20-24 were quizzes on NBC.

■ NBC permits Dave Garroway to wake up the people; one of his more or less regulars on the show is Charles Van Doren, a graduate of "Twenty-One," one of the shows charged with helping pet contestants win. After Garroway, it's loot all morning long, with five giveaways in a row. Two are telecasts whose nighttime versions were knocked out by last fall's scandals.

Three of the NBC shows, "Dough Re Me," "Tic Tac Dough" and "Concentration" were originated by Barry & Enright. Sold on a participating basis, these programs are now produced by NBC. A few years ago NBC made a deal with Barry & Enright for the outright purchase of the then high-flying "Twenty-One" and "Tic Tac Dough" and exclusive rights to other B&E packages; the contract also called for the services of Messrs. Barry and Enright individually to handle production as independent contractors. These contracts still have a few years to run, but contractees have no production assignments with the network.

The performing half of the Barry & Enright combination, Jack Barry, gave up the emcee assignment on "Tic Tac Dough" last fall. There have been reports in New York papers that he will be seen in a play, "Yes, Man," which is slated to come to Broadway in the fall.

■ Entertainment Productions, which was going strong with "$64,000 Question" and its sequel, "$64,000 Challenge," when some quizzes ran into trouble with disgruntled contestants, has kept one of its packages on the air—"Top Dollar." It has sold no others since, though an executive of the company told ADVERTISING AGE that they have several projects in the planning stage but nothing new coming up definitely yet for fall or winter.

In every case where specific charges were made against them, the quiz producers denied that their shows were unfair. But shows which had never been mentioned by name in the publicized charges lost their audience and advertiser support along with the programs against which the specific allegations were made.

■ Most liberal dispenser of cash these days is "Tic Tac Dough," which has swelled the bank account of about 2,400 contestants by nearly $1,000,000 since it went on the air in July, 1956. Former Army Lt. Jim Astrue picked up $143,000 in 80 appearances; he stayed so long that some viewers wondered how he could get so much time off. Mrs. Pat McCarthy picked up $38,000 in 26 days. This show has been staging what it calls a grand championship battle between the top previous winners, but this was temporarily suspended while one of the participants took time out to have a baby.

In the afternoon at NBC there are prizes and/or money to be won on "Queen for a Day" (a refugee from radio); "Truth or Consequences," where there is a special telephone competition going for the home audience, "County Fair," whose emphasis is more on the stunts than the awards. "County Fair" goes off in September to make way for a new Goodson-Todman giveaway called "Split Personality." Players will compete in identifying well-known people from a set of clues and a composite photo.

(Editor's Note: The first program publicly accused of fixing was "Dotto," a Frank Cooper Associates show, where contestants tried to identify a famous person from a silhouette of dots flashed on the screen. After a private investigation of "prompting" charges made against this program, Colgate-Palmolive dropped the day and night versions of "Dotto" last August.)

■ The only network prime time prize telecast left is on NBC. This is "The Price Is Right," presented Wednesdays at 8:30 p.m., EDT, by Lever and Speidel. One other, "People Are Funny" (Greyhound) falls into the fringe hours.

Dr. Joyce Brothers, a young blond psychologist, who turned to show business after winning a jackpot in the prize fight category on "Question," is seen twice daily on NBC's New York station. She gives out advice on everything from sex to tattooing.

■ Besides the eight giveaways on NBC, daytime viewers also may take a choice of four on ABC and two on CBS. At ABC "Music Bingo" offers savings bonds to winners; the long running "Beat the Clock" pays volunteer extrovert stunt men and women off in ranges, washing machines tv sets and cash bonuses, while "Who Do You Trust?" concentrates mainly on the laughs with winning couples taking home about $600. The fourth show, "Across the Board," which caters to cross word puzzle addicts, is a doubtful entry for fall. At night ABC doesn't offer its viewers any prize and money fare.

■ Giveaways are most scarce on CBS-TV, which is headed by Louis G. Cowan, who started the giveaway craze of a few years ago when he inflated the old radio game, "$64 Question" and turned it into a sensational tv hit. Mr. Cowan was then a packager.

In the day time at CBS the schedule includes "Top Dollar," which invites home contestants to try to match the serial numbers of their dollar bills with a lucky number. This is sold to several advertisers. The second remaining daytime giveaway at this network is the long-running "Big Payoff," co-sponsored by P&G and Colgate. The ohs and ahs here are provided by mink coats and tickets to far away places.

Still going strong on CBS in the evenings is "Name That Tune," which hands out a hefty jackpot of approximately $25,000 to people who know their song titles.

■ One reason this type of entertainment prospers in the daytime despite the charges of lack of integrity which have cast a shadow over all such shows may be the fact that they are sold to sponsors on a participating basis and have relatively little sponsor identification. If the audience gets disenchanted with any of these shows, there'll be several advertisers to share the blame.

How the quizzes will hold up under still another public airing remains to be seen. But the spotlight of publicity is coming at them from two directions. The House legislative oversight subcommittee is considering holding hearings on alleged irregularities in the fall. And the New York district attorney and others have appealed to General Sessions Judge Mitchell D. Schweitzer to reconsider and make public a grand jury presentment.

This presentment, which reportedly detailed methods used to keep popular contestants winning, was sealed after it was challenged by lawyers for the producers of "$64,000 Question" and "Twenty-One."

Most observers are sure there is a good deal more to be heard yet on the question of whether those quiz whizzes are as smart as they seem to be. #

DEEP-MINTED—*Libby, McNeill & Libby, Chicago, introduced its new Deep-Minted Hawaiian pineapple drink to the Chicago area Aug. 20 with this ad in the Chicago Tribune and Chicago Daily News. In June the product was tested in Toledo, St. Louis, Oklahoma City, Denver and Spokane. J. Walter Thompson Co. is the agency.*

Tatham-Laird Shifts Perry to N.Y. as Whitehall Exec

Tatham-Laird has transferred Joe Perry from its Chicago headquarters to its New York office, effective Aug. 17, as assistant account supervisor on Whitehall Laboratories.

Joe Perry

Mr. Perry, who has been with Tatham - Laird since 1946, will work under Harold Frazee, vp and account supervisor. Mr. Perry has been account executive on Whitehall's Kolynos toothpaste for two years.

Daystrom Promotes Alles

Daystrom Furniture Manufacturing division of Daystrom Inc., Olean, N.Y., has promoted Larry Alles from midwestern sales representative to marketing vp. He will continue to headquarter in Chicago.

8,500 Mortimer Reprints Ordered in First Three Days

By Thursday morning, Aug. 13, more than 8,500 copies of the "Mortimer reprint" had been ordered from the Aug. 10 issue of Advertising Age.

The reprint contains the text of the explanation of how and why General Foods uses advertising so extensively, which Mr. Mortimer used in his annual report to stockholders. The reprints are on tinted stock, somewhat smaller than AA page size.

Because Advertising Age believes the statement deserves the widest possible dissemination, not only among advertisers but among legislators, educators and others, it is making reprints available at nominal cost. Single copies are free; 10 copies cost 25¢; 50 copies are $1; larger quantities at proportionately small cost. Write Advertising Age, 200 E. Illinois St., Chicago 11.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

HELP WANTED

INDUSTRIAL SPACE SALESMAN
Ohio Area, working out of Cleveland office. Excellent opportunity with long established publication. Current volume, $100,000, can readily be doubled or tripled by conscientious effort. Salary plus commission and expenses. Write in confidence giving background resume and initial requirements.
Box 2769, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MEDIA
Chicago agency with heavy TV activity needs experienced male buyer. Knowledge of other media helpful but not necessary. Our employees know of this ad. Send complete resume
Box 2777, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN
OHIO, MICHIGAN, INDIANA
Solid educational publisher offers worthwhile opportunity to sincere, aggressive man with some sales experience. Background in education helpful but not necessary. Good salary plus expenses and incentive plan. Send resume for interview.
Box 2783, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY CHIEF
Wanted by well established, aggressive agency within 200 miles of Chicago. Must write copy for TV, radio, consumer and trade magazines, collateral material, etc. Will direct work of small staff of copywriters. If you have had "big" account experience and would like smaller agency climate, send full resume and present or expected salary.
Box 2785, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED: UNHAPPY EDITOR
We are looking for a writer or editor who thinks his major forte may be sales promotion—using the term in its broadest sense. Four-figure salary.
THE CONTRACTOR, Grand Central Terminal Bldg., NYC.

MAN OR WOMAN NOW SELLING AD AGENCIES
to represent large New York City company doing allied work. You will sell our complete line of individualized sales incentives to agencies. Also represent for advertising art two famous French and American artists that we have under exclusive contract. Send full particulars to
Box 2797, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

SALES PROMOTION MAN

Leading grocery business publication in New York is expanding its promotion and merchandising operation.

We need a man who can create promotion pieces, booklets, film strips, trade ads, etc.

Outstanding opportunity for man with at least 2 years experience in grocery product sales, advertising or merchandising and proven ability to write. Good salary commensurate with experience. Write Box AA 285, 125 W. 41 St., NYC, 36.

BARNARD'S
A Specialized Placement Service
ADVERTISING, PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard Mr. Pollard
WA 2-2306, 220 S. State St., Chicago 4

PROMOTION AND SALES MANAGER
for small, active, institutional book publisher in Chicago. Excellent opportunity for person interested in building a career, developing a vital promotion program, and maintaining efficient billing and shipping operations. Top working conditions, benefits, and vacation. Beginning salary dependent upon qualifications and demonstrated ability. Must have direct mail and space advertising experience, be able to write good factual copy, plan complete program, run a 7-person department. Write with resume to
Box 2799, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HEIDELBERG AND HARRIS WILL MAKE YOU MONEY

Both makes are available to established printing salesman to make extra profits . . . mid-west printing firm is looking for a larger volume and will pay well . . . . . quality printing. . . . write in confidence
Box 2800, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CORRESPONDENT for film producer. Exp. in sales promotion & ability to handle genl. corres. NY area. Submit resume & salary.
Box 2801, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ART DIRECTOR
Art Director for Chicago manufacturer's mass-circulation magazines. Requires strong administrative and organizational ability, magazine editorial design experience. Knowledge of building materials and decorating helpful. Send resume giving age, education, work experience and other qualifications.
Box 2802, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED: Experienced proof-reader, editor, fast touch typist. Prefer person with some grocery trade journal experience.
Box 2805, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Advertising Representative or Agency
Interested in representing a new publication in the educational field—a youth market. Unusual favorable growth factors. Resume treated in Strict Confidence.
Box 2803, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BAND INSTRUMENT ADVERTISING ASSISTANT
Under 30, exper. in adv. production, publicity writing. College graduate with some training in music, advertising, journalism, English comp. pref. Location 100 mi. from Chicago. Send resume. State salary requirement.
Box 2804, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

WE NEED AN ACCOUNT EXECUTIVE
We're a fast growing Chicago Agency. We need a man who understands marketing, can think creatively and is ready to take over day to day responsibility for account work on a major client. Write
Box 2806, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

MEDICAL COPYWRITER
Can you deliver a loud, clear, persuasive selling message in medical copy? If you can, a growing Chicago agency is looking for you. Send samples and resume. Write
Box 2807, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER with basic knowledge of layout to prepare sales promotion material and advertising copy for Chicago industrial magazine publisher. Should be acquainted with how advertising space is sold and capable of developing sales ideas into effective promotion pieces. Compensation commensurate with ability. Send resume of experience.
Box 2808, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SEEKING A JOB IN ADVERTISING?
Sales Prom—Marketing—Public Relations? Get the Right contact. List of over 200 executive in top-drawer companies—resp. for hiring advertising talent. Only $1.75
R. Netburn, P. O. Box 302
Forest Hills 75, New York

WRITER-MANAGER Mid-West public relations office of major Protestant denomination. Must have newspaper or PR background. Travel. Send resume to:
Box 2809, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

PRODUCTION GIRL—with ability to handle plates and ads for monthly magazine . . . plus promotion and sales letters . . . must be good typist. Excellent working conditions. Chicago loop office. Call **FRanklin 2-9281, Mr. Westberg.**

NEW YORK BUSINESS PAPER SPACE SALESMAN
Sales opportunity with well-established multiple paper publisher. Assignment to New York area sales staff. Experience with agricultural advertisers valuable. Interviews in New York late August. Send complete resume to W. E. Lingren at:
THE MILLER PUBLISHING COMPANY
P.O. Box 67, Minneapolis 40, Minnesota

ADVERTISING SPACE SALESMAN
NEW YORK — PHILADELPHIA
Excellent opportunity for an aggressive, analytical space salesman on one of the country's leading industrial magazines. Should be in his mid-thirties, familiar with current marketing practices and be capable of stepping into the shoes of a top salesman who is being promoted. BOX 659, ADVERTISING AGE, 630 Third Avenue, New York 17, N. Y.

AAAA AGENCY
ART DIRECTOR
wanted—must be experienced advertising man and creative layout artist. Salary, profit-sharing.
Call collect: Paul Staedtler,
ARTHUR TOWELL, INC.
Madison, Wis., ALpine 6-2668.

AGENCY
MARKETING DIRECTOR

Highly successful agency billing nearly two million needs experienced consumer goods man as marketing director. He will not handle specific accounts but will work on planning and developing all consumer accounts. He must have had experience in consumer goods with both an advertising agency and an advertiser. Must be strong on plans and on developing complete promotions. He will not write copy. He is not over 35. College graduate. If he proves to be the right man he will become a vice president within a reasonable time and will be promoted to full responsibility for an important segment of this agency's business.

The agency has shown a steady growth in the past eight years. It is located in a major city within two and a half hours of New York. Important stock ownership on a favorable basis will be available. Starting salary is $15,000. Profit sharing.

Send complete résumé to
Robert Douglass Stuart Associates,
95 Madison Ave., New York 16, New York

POSITIONS WANTED

NEED A MODERN PIONEER?
Creative, intelligent, personable young woman will exchange extensive business experience, including 2 years successful adv. sales promotion direction of dealer-distributor program, for executive post requiring writing, public contact, hard work with chance for advancement.
Box 2820, ADVERTISING AGE
200 E. Illinois St., Chicago 22, Illinois

MAGAZINE ADVERTISING MANAGER
Led nat'l mag. to increases double competitor's. Wrote prom. resulting in largest sales ever. 15 yrs. mag, ad agcy, retailing. Seek Chicago job.
Box 2810, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE-LANCE WRITING

Box 2811, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Insurance brochures, etc., a headache? Seasoned ins. sales promo writer free-lances by mail. Sparkling copy, fresh ideas, solid sales slants molded into layout. **1001 Maufrais, Austin, Tex.**

S.O.S.
Swiftly being surrounded by well meaning, unintelligent relatives of management who have more reinforcements coming! To maintain sanity, must leave $15,000 a year Ad Director job with quality retail operation, Chicago area. Comprehensive experience and great success over nine years in creating and operating sales campaigns, incentive plans, P.R. program. Wholly responsible all newspaper, direct mail, national magazine ads. Write all copy, work with artists, and come up with lots of good usable ideas. Thrive on responsibility . . . never let anyone down. Seek opportunity with quality agency or other fine operation that can best use my abilities. Age 33, no problems.
Box 2812, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER—REALLY GOOD!
14 yrs. exp. Chgo. agencies. All media, strong on Radio-TV. Avail, in few days. Will consider full time or free-lance.
Box 2813, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE ARTIST—Top-Notch Quality. Fast Service—Good Prices. Ideas—Layouts—Finished Art—Cartoons. Folders—Publications Ads—Direct Mail.
ROBIE STUDIOS, BOX 1, NOEL, MISSOURI. Telephone GReenwood 5-3737.

MARKETING RESEARCH ANALYST
Over 10 years experience in Marketing Research including all phases interviewing, preparation written and statistical reports, Market and Sales Analysis, mostly with consumer goods. Salary doubled in my present position. Desire more advanced areas of research such as questionnaire and sample design, preparation written reports, would consider part-time. Business degree. Graduate work specialization-Marketing. Single, 38, will travel.
Box 2818, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ACCOUNT EXEC. OR SALES
8 years printing production and sales, 6 years advertising production, media, account supervisor (present position). Desires permanent position in agency or as space salesman. B.A. Degree, married.
Box 2819, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

COPY MAN
8-year, hard-working background includes creative executive experience. Copy for all media, strong TV. Most accounts, including farm. Good contact man, gets confidence, delivers under pressure. 31, family. Prefer going, growing agency in medium market. Write
Box 2814, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION MANAGER
Ambitious young man, 30, married. Experienced in development and presentation of sales and merchandising materials. Alert creative mind plus suecessful platform ability. College degree in marketing. Excellent references.
Box 2815, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADV & SALES PROM—1 MAN DEPT.
top asst, or A/E. 11 yrs industrial exp, last 6½ with comm refrig mfr. Creative self-starter, good admin. Age 34, BBA.
Box 2816, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADVERTISING EXECUTIVE
Interested in challenging position with national advertiser, who needs capable administrator & coordinator thoroughly familiar with all printed media, consumer & trade advertising, co-op adv. budget control, excellent graphic arts background.
Box 2817, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

OUTDOOR MAN WANTS IN
Into an AGENCY with an
Outdoor Dept. and/or
Outdoor Clients.
Versatile, Reliable,
Personable.
Full Resume on request.
Box 2822, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

Publishers Representative-New England
Experienced representative. Travels all New England. Industrial and consumer experience. Write:
Box 2795, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

BUSINESS OPPORTUNITIES

NEW IDEAS/PRODUCTS WANTED
Large D & B rated creative manufacturer currently seeking additional commercial ideas or new products. Your submissions will be treated in strict confidence and will receive a complete and deliberate evaluation. Satisfactory remuneration offered on those fresh ideas and new products accepted. Write:
Box 2798, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MISCELLANEOUS

FREE WRITERS CATALOGUE
giving manuscript markets. Write **Literary Agent Mead, 915 Broadway, New York 10.**

HYANNIS, MASS. WINDMILL GUEST HOUSE. Come to **CAPE COD** for a delightful vacation. Accommodations still open. Rate $4.00 daily per person. Private beach. Write for brochure or call
Spring 5-9550. Mrs. Fitzgibbons

CLASSIFIED 'PHONE DIRECTORIES
for most major US trading areas. Up-to-date, good condition, reasonably priced. Write for details:
Box 2768, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

HOW WOULD YOU LIKE TO BE ASSOCIATED WITH THIS PROGRESSIVE COMPANY?

DOW

The Dow Chemical Company is again expanding its advertising department. Currently, six men are required to keep pace with the continuing program of product development.

The men chosen will have the opportunity to work on consumer product projects as well as on established chemical and plastics advertising and promotional projects.

These are the requirements we have set: 35 years of age or younger. College graduates preferred. Should have 3-4 years experience in the advertising department of a nationally known company, preferably in the chemical field or allied industries.

In return for your efforts, we offer salary commensurate with experience. Paid vacations. Group insurance. Retirement plan.

If chosen, you'll live in Midland, Michigan, heart of the Water Wonderland, where living is pleasant and relaxed. More than three score lakes are within easy driving distance.

If you feel you meet the above qualifications, and would like to be associated with a leader in its field, contact:

Mr. Walter Boone
Advertising Department

THE DOW CHEMICAL COMPANY
Midland, Michigan

CHIEF MARKETING EXECUTIVE
Sale of Electronics to Industry

We see a man able to assume responsibility for profit and for our continued growth in this field. As head of a division of our AAAI company, he should have a successful background in accomplishing objectives through people, and be flexible enough to integrate his aims with those of the whole organization. In essence a General Manager, he should have an analytic mind, strong grounding in sales and marketing management; ability to understand and guide all aspects of a business including advertising, market research, operation and customer services. For the man with these talents and a record of achievement this is an outstanding opportunity. Background in electronics, hardgoods or industrial distribution helpful. All contacts will be personally with you. Please write:

BOX 657, ADVERTISING AGE
200 E. ILLINOIS ST., CHICAGO 11, ILLINOIS

Nuts to hokum-ho hum advertising

• I've spent ten years as a 4A-copywriter and my heart goes out to the *client*. He pays the bill. And he is short-changed when his advertising —hard *or* soft—doesn't sell because nobody's listening. Why pay good money to talk to yourself or competition? Client or agency, if you want solid advertising that sells instead of bores, contact me. *Advertising Age, 630 Third Ave., N. Y. 17, N. Y., Box 666.*

TIME BUYER
MALE OR FEMALE

Multiple office National Advertising Agency needs experienced time buyer. Good salary. Furnish all details first letter. Our employees know of this ad.

Box 663, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BILL RAMBEAU REPORTS

Having sold my interest in Rambeau, Vance, Hopple, Inc. and resigned as President of that company, I tried retiring but learned I could not take that for more than a month. So, I have opened an office in Manhattan to serve as headquarters for a temporary consulting service for a couple of old friends in the broadcasting field. That will do for interim employment but I am a salesman and frankly I am looking for something to sell. Must be interesting, honest and have a profit angle. If you have a sales problem maybe I can be of service to you.

WILLIAM A. RAMBEAU
10 EAST 43RD ST., NEW YORK 17, N. Y., TELEPHONE OXford 7-8896

TO MEDIA MEN

Our company has discovered that a space rep, media background, is a perfect pattern for success with our organization—the leading company in Business Development Programs for banking.

We have an executive position where you can fully utilize your advertising background and become a selling Account Executive.

We now have 19 offices and plan to establish branches in other major cities. We are presently looking for men in the areas of Atlanta, Milwaukee and Greater New York.

Drawing account plus percentage assures five figure income depending upon your ability to succeed in financial advertising.

Send résumés to Vice President, Box 661, Advertising Age, 630 Third Avenue, New York 17, New York, for personal interviews in above areas.

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

Editors
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Please send résumé of educational and professional background, recent photograph, and other pertinent information, including salary requirements, to

CLAY STEPHENSON ASSOCIATES, INC.
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INDUSTRIAL COPYWRITER FOR MAJOR ELECTRICAL ACCOUNT

We're looking for an accomplished copywriter to work on a major electrical account. Must have proven writing ability and be capable of consistent creative performance in all phases of industrial advertising and sales promotion . . . be able to grasp facts and figures and translate them into fresh, sound campaign ideas and copy. Wonderful opportunity for the right man with a well established Chicago agency. All men presently on our staff know of this advertisement. Send full details of experience, background, references and salary requirements.

Box 662, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING

We handle your employment problem confidentially and effectively.

MARKETING MANAGER $15,000
Solid food bkgd. Sales Prom. and all phases of mktng. exp.

MKT. RESEARCH MGR. $12,000
Prefer Master's degree, mktg. Some electronics exp., for West Coast mfr.

(2) MEDIA MANAGERS $10,000
Industrial and consumer space exp. for large, top level ad agency.

ACCOUNT EXECUTIVE $10,000
Copy-contact bkgd. Idea man, some new business experience.

COPYWRITERS $7-15,000
Consumer and industrial bkgd. Several top level opportunities.

(2) SPACE SALES .....$8,000 plus
Trade paper exp. in food products. Exc. potential. Midwest location.

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Advertising Consultant
IMPERIAL PERSONNEL
37 S. Wabash Ave., Chicago 3, FR 2-4233

N. Y. REP

with outstanding savvy will act as the right arm for stations and clients and will

SELL

services or products to radio, TV stations & AD agencies.

WE SUPERVISE

all radio, TV commercial and program production. In short, we are your N.Y. headquarters.

Box 655, Advertising Age
630 Third Ave., New York 17, N.Y.

May we help you to
Profit in Canada
W. Reynold Ratz—ST 2-8811
Hugh C. MacLean Publications, Ltd.
549 West Randolph Street
Chicago 6, Illinois

IF ADVERTISING IS YOUR BUSINESS PLACING YOU IS OURS!

Melba Oliver

Specialized Personnel Service, Inc.
629 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. **1.65** Larger sizes, proportionately priced.
Ward Kah Box 87-A Glendale 6, Calif.

MKTG.-MERCHANDISING EXEC. Will work with important food clients. to $25M
ASST. CREATIVE DIR., high-grade fast-growing agency. to $22,500+
TV-RADIO PRODUCER, high-standards agency in good living metro area. Some big-account experience. to $17M
SLS. PROM., big agency. Some pkg.-goods exper. helpful. to $11M
COPY-CONTACT, indust. S.E. to $11M
GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 South Dearborn CE 6-5353 Chicago

ADVERTISING SPACE SALESMAN
NEW YORK - PHILADELPHIA

If you are:
An agency account executive.
An industrial advertising manager.
An industrial products salesman.
A space salesman who wants to make a change.

drop me a note about an opening in the New York-Philadelphia area on a leading industrial magazine.

You should be somewhere between 30 and 40—Ambitious, analytical and really want to sell advertising. Technical background can be helpful but not mandatory. Box 658, Advertising Age, 630 Third Avenue, New York 17, New York.

IN DEMAND!

MARKET RESEARCH MEN! Assistants and department men — $7,000 to $9,000. Top grade Department Heads — up to $20,000.

YOUNG ARTISTS! Limited experience—$6,000 to $7,500. Good layout men with versatile abilities—$8,000 to $12,000.

ELECTRONICS WRITER! Some technical education desirable. Good all-round writing ability. Up to $12,000.

ASS'T AD MGR! Some writing experience. Good knowledge fundamentals. $6,500 to $7,500.

Cliff Knoble
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Fine, Fast, Fairly Priced Photography

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DEARBORN 2-1062
127 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

YOUR CLASSIFIED AD HERE WILL BRING RESULTS

Nagle Opens Own Agency

Nicholas J. Nagle, since 1954 vp of Glen Brill Agency, Denver, has opened his own agency, Nicholas J. Nagle Advertising, at 847 E. Colfax Ave., Denver. The agency has 15 clients in the Denver and Rocky Mountain region and bills about $250,000.

'Insulation' Moves Office

Publishing offices of Lake Publishing Corp., publisher of *Insulation*, have been moved from Lake Forest, Ill., to a new building at 311 E. Park Ave., Libertyville, Ill.

COPYWRITER

Well-established 2,000,000-class agency in Northern Indiana offers good salary, excellent family living conditions and uncommon growth potential with opportunity to become the major writer on important national accounts. Agency experience required; heavy on print.

The man we want has a good background, wide range of interests, and has demonstrated ability to think straight and write fluently and convincingly on varied accounts. Must be a self starter, able to work well with others, take direction objectively, and treat everything from full-color ads to two-inch black-and-white with loving care.

For all this we offer exceptional (we believe) lifetime career opportunity. Act promptly. Include photo, home phone, list of interests, and a few good samples with your résumé. Prompt action and return of your material guaranteed. Your inquiry held in confidence.

Box 664, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Big Results

from a low-cost classified ad.

You sink your teeth into some mighty healthy returns when you run a low-cost (min. $5) message in the Ad Age classified section. You buy the attention of more than 158,000 top marketing men. Try it today or whenever you have something to buy or sell to marketing men.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____
Street_____
City_____ Z_____ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

Agency Giants Reluctant to Handle Democrats in 1960 Presidential Race

(Continued from Page 1)

skill in the specialized thing we are concerned with here," Mr. Brightman says. "Moreover, the nature of the client is such, that the agency can be sure that the networks will be careful to see that they get a break."

■ In contrast to the Democrats, who are working hard on the agency problem, the Republican national committee gives the appearance of complete confidence.

Republican Campaign Chief Robert Humphrey reports that the committee has retained a continuing relationship with BBDO since 1952. While no decisions have been made about 1960, BBDO is still actively at work in behalf of Republican projects.

There have been reports that the Democrats are considering a number of plans to beef up their agency set-up for 1960, including the possibility of a "pool" of advertising talent to supplement the agency.

Mr. Brightman says there has been some discussion of an advisory committee of communications people, particularly admen, but that the issue is undecided. "It would be up to the agency," he commented, "to decide whether such a group would be welcome, or would create an awkward situation."

■ While the giants of the industry are not interested in being identified with the Democratic national committee, Mr. Brightman reports Democrats continue to get help from many individual executives. These admen have been helpful in directing Mr. Butler to competent agencies which are competing for the business, and they are expected to be helpful again, as they were in preceding election years, in contributing advice and assistance where it is needed.

While much of the agency's job is to produce and place national tv broadcasts, the agency is expected to be strong on direct mail, in order to help with fund raising, and it will also work on spots and print campaigns for local sponsorship, and on leaflets and posters.

■ Mr. Brightman emphasizes that the Democratic national committee has had fine treatment from the radio-tv networks in the past. As an example he recalls, "In 1956, we were able to get piggy back five-minute spots at a sixth of the half hour rate."

Surveys showed these spots delivered an audience at "reasonable cost," and he assumes they will be used again. "The spots are useful in reminding people where we stand on individual issues," he says, "but you can't campaign solely with five and 10 minute spots."

■ In New York, the American Assn. of Advertising Agencies had mailed exploratory letters to presidents of some of the larger agencies asking whether they would support an "Anchor and Loan" plan for either the Democratic or Republican party.

The phrase "anchor and loan" means simply that one agency provides the financial and business base for the advertising end of the campaign and that other agencies lend people "whose hearts are in the cause" for expansion and personnel needs during a fairly short-lived and intensive campaign.

■ It was known that Paul Butler had interviewed several agencies in New York in recent weeks.

One agency Mr. Butler interviewed was Guild, Bascom & Bonfigli, whose president, Walter Guild, flew in from San Francisco for the occasion. GB&B (whose Reggie Schuebel handled time-buying for the Democrats in 1956) makes no bones about it—they'd like the account.

The previous agency for the Democrats was Norman, Craig & Kummel. For some reason or another, Democratic agencies don't generally get renewals.

■ The group of agencies Mr. Butler talked to included (besides Norman, Craig & Kummel and Guild, Bascom & Bonfigli) Al Paul Lefton Co.; Doner & Peck; Kastor, Farrell, Chesley, Clifford & Atherton, and Doyle Dane Bernbach. All told AA they had talked with Mr. Butler; all expressed interest in the account, and most expected a September decision.

Fletcher Richards, Calkins & Holden also had talked to Mr. Butler, but decided to withdraw. Also reporting itself as interested, but somewhat dubious about whether it could handle an intensive short-term campaign, was Geyer, Morey, Madden & Ballard, to whom Mr. Butler also talked.

■ The optimism emanating from Washington didn't get much of an echo in New York. One agency president said candidly (not referring to GBB) that he didn't think the Democrats were talking to the kind of agency they ought to be able to talk to, that he wasn't sure politicians knew the difference, and that the situation wouldn't vary materially from 1956. "Madison Ave. is still run by fear," he said sourly. #

Hoover Unveils New Electric Floor Washer

(Continued from Page 1)

Right," "It Could Be You," "Truth or Consequences" and "Queen for A Day." A spot tv campaign, starting Sept. 30 will run for ten weeks in 25 markets.

The magazine campaign opens with a color spread in the October *Reader's Digest*. Other October ads will include a color page in *House Beautiful* and b&w pages in *Parents' Magazine* and *The Saturday Evening Post*. In November, color pages will run in *American Home* and *House & Garden*, plus b&w pages in *Good Housekeeping* and *McCall's*. One-column b&w ads will also run in the Oct. 15 and Nov. 12 issues of *The New Yorker*.

■ The newspaper campaign starts Sept. 20 with co-op ads across the country. In the 34 major cities, the company has picked the newspapers, concentrating on those having substantial suburban circulation. On Sept. 20 and Nov. 1, 1,500 line factory-paid ads will run in Sunday papers in these same 36 cities.

The new product comes 51 years almost to the day after the introduction of the first Hoover vacuum cleaner on Aug. 8, 1908. Company surveys which led to the development of the washer showed that 31% of the women asked still got down on their hands and knees to scrub their floors, 34% used mops, and 24% used both. Only 11% had someone clean their floors for them.

Leo Burnett Co., Chicago, is the agency. #

Announcing Spring, The Cigarette Which "Air-Conditions" The Smoke!
Amazing Electronic Process Created By Lorillard Research!
Discovery Creates A New Kind of Cigarette With Lightest, Cleanest Taste!
The First Cigarette I'd Call "Delicious"
Spring Package is White With Blue and Green Stripes
SPRING

IT'S SPRING—*P. Lorillard Co. will break full-page newspaper ads Aug. 17 in markets east of the Mississippi for its new "air-conditioned" king-size filter cigaret, Spring, which has been tested in Philadelphia and Providence. Newspaper ads will be extended to the West Coast early next month, followed by magazines, tv and radio early this fall. Lennen & Newell is the agency.*

Defense Contractors Have Right to Tell Story in Ads, Neil McElroy Says

(Continued from Page 1)

"appropriate" to question any company's right "to put before the American people its competence as a supplier of high grade military products."

The congressional investigators, under the chairmanship of Rep. F. Edward Hebert (D., La.) contend that several important missiles producers used ads last spring to try to influence the allocation of funds between the Army's Nike-Hercules missile and the Air Force Bomarc.

■ Rep. Hebert has charged that the ads are an outgrowth of inter-service rivalry, and the manufacturers broke into print with encouragement from the Air Force and Army officers.

At his press conference last week, the Defense Secretary was reminded of the Hebert statement and asked whether it would be appropriate to prohibit advertising of war weapons.

In reply, Secretary McElroy recalled that a similar issue was raised during the war when shortages of certain types of materials existed. "One of the types of material was the type which my own company manufactured," he said, "and there were some who questioned whether a company should continue to advertise under these circumstances or whether they should wait until there was an ample quantity of material.

"I know that the companies felt that they should continue for reasons of expecting that they would be back in business once that the war was concluded."

■ Secretary McElroy conceded that there could be some question about the kind of advertising that has been done in connection with the Bomarc-Hercules dispute. "But I don't believe," he concluded, "that it would be appropriate, at least in my opinion, to question a company's right to put before the American people its competence as a supplier of high grade military products as an evidence of its importance as a good citizen of the U.S."

During hearings of the House armed services subcommittee yesterday, W. M. Reynolds, public relations director of Western Electric, testified that ads about the Nike-Hercules missile were inserted in Washington and New York newspapers last May after Army public relations officers suggested that the company "might advertise Nike more than we had."

Rep. Hebert commented that the testimony made it quite clear that military services were using the advertising of the contractors as a device to put pressure on Congress.

Mr. Reynolds said the ads were used after funds for Nike-Hercules were curtailed. But Rep. Hebert noted that a similar campaign by Boeing in behalf of the Bomarc missile appeared a little later.

Donald W. Douglas Jr., president of Douglas Aircraft Co., told the committee his company's ads for Nike-Hercules were not "competitive but institutional" and that it was never contended that rival Bomarc should be dropped. #

D-F-S Adds Hi-C Juices; Reach, McClinton Out

(Continued from Page 1)

canned fruit drinks—orange, pineapple-grapefruit, grape and punch J. R. Pershall & Co., which merged last year with Reach, McClinton, has been the Hi-C agency since 1955.

■ Canned fruit drinks are reported to be one of the fastest growing segments of the beverage market. For example, according to data developed by Market Research Corp. of America, consumer purchases of pineapple—grapefruit drinks in the six months ended last March 31 reached 6,400,000 cases, compared to 4,200,000 cases in the similar 1957-58 period and 1,900,000 cases in the similar 1956-57 period.

Annual sales of canned fruit drinks are estimated at about $125,000,000. Del Monte (California Packing. Corp.) leads the field with about a third of that market, and Hi-C is second with a little better than one-sixth, according to industry sources.

Hi-C's move from Reach, McClinton & Pershall was attributed to basic differences on marketing policy between the client and the agency.

■ Appointment of D-F-S means Minute Maid continues with three agencies. Ted Bates & Co. has the Minute Maid brands and Kastor, Hilton, Chesley, Clifford & Atherton has the Snow Crop division.

Hi-C, which will bill about $1,500,000, follows Nucoa margarine, General Mills' Korn Kix, Trix and Sugar Jets, the California Cantaloupe Advisory Board and Frito into the D-F-S fold this year. #

Schenley, Nuyens Breach Broadcast Anti-Liquor Wall

(Continued from Page 1)

WCRB, Waltham, Mass., cancelled a similar Nuyens schedule after an NAB warning.

Federal Liquors has two New York stations that have agreed to carry Nuyens sponsored newscasts starting in September, company executives report. One station that is eager for this business is WBAI (fm), which has carried Grand Marnier liqueur.

■ Neither Schenley nor BBDO will discuss their proposed radio activities. But at mid-week, a jingle production company, Forrell, Thomas & Polack Associates, played a Schenley commercial as a part of a press conference demonstration for reporters.

A mixed group and a female soloist sang these words to a country folksy tune:

"Oh, the folks are friendly down in Schenley, Pennsylva-ni-ay,
In friendly Schenley I wanna stay,
'Cause you'll never find a frown around
Down in friendly Schenley town,
Down in friendly Schenley, Pa.

■ ADVERTISING AGE's investigations indicate that the Schenley commercial has been tentatively submitted to about 20 stations in Pennsylvania. There was no definite order and no indication of a possible starting date; the stations were merely asked if they would accept the it jingle offered.

Several stations reportedly made it clear they would take Schenley's business. Among them: WILK, Wilkes-Barre; WSAN, Allentown, and WGBI, Scranton.

Schenley is not a member of the Distilled Spirits Institute which forbids the use of radio or tv for hard liquors. Last year BBDO made a survey of 40 radio and tv stations to find out if they would accept hard liquor advertising. About 80% said they would.

John F. Meagher, NAB radio vp, is getting in touch with the nearly 40 Pennsylvania stations who are members of the radio code. He is asking them if they received feelers about the Schenley jingle and if they turned it down. The NAB ruled the copy violates the code. #

(Story on Page 2.)

NAGGING—*The New York Racing Assn. hopes to attract new racing fans to its new Aqueduct racetrack with ads like this in The New Yorker, Sept. 5. Batten, Barton, Durstine & Osborn is the agency.*

Five Major Dailies Form Joint Sales Unit

(Continued from Page 1)

creative selling job. The Bureau of Advertising of the American Newspaper Publishers Assn. has its hands tied.

"The five newspapers felt that they would be in a better position to do a better creative selling job with a joint organization," the source said.

■ Another source said that the joint selling group would be divided into two units—one for active selling and the other for creative sales planning.

The combined daily circulation of the five newspapers is 2,090,956, according to the latest figures reported by Audit Bureau of Circulations. The *Philadelphia Bulletin* (704,756) is the largest of the five, followed by the *St. Louis Post-Dispatch* (411,440), *Milwaukee Journal* (369,669), *Boston Globe* (340,374) and the *Washington Star* (264,717).

All of the newspapers publish evenings and Sunday, with the exception of the *Globe*, which publishes morning and evening editions in addition to Sunday.

■ If all the representatives are dropped, O'Mara and Ormsbee would be the hardest hit, as it handles both the *Milwaukee Journal* and the *Washington Star*. Other representatives for the five dailies include Scolaro, Meeker & Scott (Chicago and Detroit for the *Globe*); Cresmer & Woodward (New York, San Francisco and Los Angeles for the *Globe*); West-Holiday Co. (Pacific Coast for the *Post-Dispatch*); John Budd Co. (11 Southern states for the *Post-Dispatch*), and Sawyer-Ferguson-Walker Co. (Detroit, Atlanta and the Pacific Coast for the *Bulletin*).

White Corn, Peas With Onions Join Green Giant Line

LE SUEUR, MINN., Aug. 14—Green Giant Co., which has been marketing shoe peg variety whole kernel white corn under the Le Sueur brand name for the past two years—backed by a limited ad series in *The New Yorker*—next month will introduce the same corn under the Green Giant label.

The white corn is one of two new food items the company is introducing this month and next. An ad in the Aug. 16 *This Week Magazine* will introduce Green Giant early peas mixed with tiny imported onions spiced with a touch of gourmet seasoning. This will be followed with a color spread on the peas and onions in the Aug. 24 *Life*.

■ The white corn items will be introduced by a color spread in the Sept. 21 *Life*. It will be featured along with other Green Giant corn products to give it the advantage of association with older sister products, according to Lyle Polsfuss, Green Giant's ad director.

The campaign introducing the two items will run through next June and will be the biggest ever put behind the company's peas and corn, Mr. Polsfuss said.

Other magazines on the schedule, all slated for color pages, are *Ladies' Home Journal*, *Parade*, *Sunset Magazine* and *The New Yorker*. Independent supplements also will be used. No other media are involved in present plans, according to Mr. Polsfuss.

■ Introduction of the Green Giant brand white corn follows very favorable consumer and dealer reaction to the Le Sueur brand, Mr. Polsfuss told AA. The only ad support that brand has received during the past two years has been editorial style b&w column ads in *The New Yorker*.

Leo Burnett Co., Chicago, is Green Giant's agency. #

MacGregor Gets New Staff Ad Post at Seagram

NEW YORK, Aug. 14—George P. MacGregor, vp of Campbell-Mithun, Minneapolis, will join Joseph E. Seagram & Sons Sept. 9 as vp in charge of advertising and merchandising, director of the company, and a member of its executive committee.

George P. MacGregor

He succeeds Robert Bragarnick, who recently resigned as vp of marketing (AA, Aug. 10).

■ Before joining the Minneapolis agency in November, 1957, Mr. MacGregor had been vp and director of marketing of Outdoor Advertising Inc. Before that he had been a vp and account executive on the Philip Morris account at Biow Co., and previous to that had been vp and supervisor of food accounts at Kenyon & Eckhardt.

At Seagram Mr. MacGregor's position was described as "a staff assignment." He will advise the heads of the various Seagram sales companies and their advertising director on advertising campaigns and merchandising strategy. #

Agency Issues Handbook

Campbell-Mithun, Minneapolis, has published its 1959 edition of "Welcome to Campbell-Mithun," a 30-page employe handbook which describes the agency's make-up, operations, and history.

Seattle Agency Forms N. Y. Subsidiary

SEATTLE, Aug. 14—Miller, MacKay, Hoeck & Hartung has formed a subsidiary, Miller, MacKay, Hoeck & Hartung of New York, with offices at 527 Madison Ave. Joseph Scanlan, previously with Peters, Griffin, Woodward, San Francisco, radio-tv station representative, will head the office and serve as account executive for Bardahl Lubricants, Boston, the parent blending distributor in the East, and Bardahl of New York City, local distributor. Mrs. Jan Gilbert Stearns, formerly with Riedl & Freede, Clifton, N. J., has been named media director and office manager.

Revlon Enters Hair Tint Field via Bressard Buy

NEW YORK, Aug. 14—Revlon Inc. has entered the hair coloring field with the purchase of Bressard Hair Products Corp. and Bressard Distributors Inc. Bressard Tiara hair coloring and hair conditioning products are sold through beauty salons. Bressard also runs training schools in six cities.

Hauptli Joins KVPD As Head of New Eastern Office

MILWAUKEE, Aug. 14—Albert Hauptli will join Klau-Van Pietersom-Dunlap Sept. 1 as a vp. He will be in charge of a new office the agency will open in Princeton, N. J., and he will handle special assignments and serve in an advisory capacity on over-all agency operations. Mr. Hauptli retired in May after 14 years as publisher of *American Machinist* and *Product Engineering*, McGraw-Hill publications.

JWT Issues Radio Study; Other Late News

• **J. Walter Thompson Co.** Friday (Aug. 14) released a report on "The Role of Radio in the Lives of U. S. Housewives," compiled from the agency's own nationwide Family Advisory Staff. Among items which Thompson's media buyers found significant: Of the 2,800 women who answered the questionnaire, 75% said they listen mostly to one station. This would tend to indicate to time buyers that buying several stations in a market is necessary to get good coverage.

• **5 Day Laboratories,** New York, has narrowed the hunt for a new agency to succeed Grey Advertising down to three finalists, one of whom will be selected by Sept. 18 to handle the reportedly $1,000,000 deodorant account. A division of Associated Products Inc., 5 Day has been at Grey about eight years and has been forced to seek a new agency because of developing product conflicts with the Mennen account at Grey.

• **Arnold Bernhard & Co.,** New York, publisher of "The Value Line" investment survey, has moved its advertising from Paul Murtaugh Associates to Wunderman, Ricotta & Kline. A stepped-up ad program will be launched this fall in newspapers, financial magazines and on radio and tv to capitalize on the public's growing interest in investments. The account bills about $500,000.

• **Sheldon Levine,** formerly merchandising director of Federal Liquors Ltd., Boston, has joined Doyle Dane Bernbach Inc., New York, as account executive on Ancient Age bourbon. There has been no replacement for Mr. Levine at Federal, where he helped to break down the radio barrier against hard liquor advertising (see story on Page 1).

• **Daniel M. Gordon** has resigned as vp and media director of Fletcher Richards, Calkins & Holden. He is succeeded by John J. Ennis, who was vp and media director of Bryan Houston Inc. up to the time of the agency's merger with the Richards agency July 1. Mr. Gordon joined the Richards agency from Donahue & Coe a month before, on June 1. It was also learned that the combined agency has dropped more than a dozen other staffers from its media department.

• **Construction Machinery Distribution,** a new monthly, will bow in November with an initial guaranteed circulation of 10,000, which will be converted into paid, and a base rate (one b&w page one-time) of $490. It will be published by CMD Publishing Corp., 112 E. 19th St., New York 3. It is headed by J. M. Angell Jr., who has been associated for the past ten years with Conover-Mast as business manager of *Construction Equipment*. Before that he was eastern vp of Gillette Publishing Co.

• **Josiah Wedgewood & Sons,** New York, china manufacturer, has appointed Doyle Dane Bernbach Inc., New York, to handle its advertising. The account will bill approximately $250,000. In taking this "prestige" account, the agency is making an exception to its policy of handling only accounts billing over $500,000. The previous agency is St. Georges & Keyes.

• **Union Asbestos & Rubber Co.,** Chicago, has named Biddle Advertising Co. Bloomington, Ill., to handle its account, which bills about $175,000. Union formerly had two agencies—William Hart Adler Inc. and Marsteller, Rickard, Gebhardt & Reed, both Chicago.

• **The National Assn. of Home Builders,** Washington, has named Fulton, Morrissey Co., Chicago, as agency for the NAHB convention and exposition Jan. 17-21 in Chicago. St. Georges & Keyes, Chicago, is the former agency.

• **John Clampitt,** account executive at Aubrey, Finlay, Marley & Hodgson, Chicago, joins United Airlines Aug. 17 as manager of space and agency advertising. He takes over the post formerly held by Sam Allen.

• **Revell Inc.,** Venice, Cal., hobby kit manufacturer, and Doyle Dane Bernbach Inc., Los Angeles, are terminating their four-and-one-half-year client-agency relationship. Revell said it will begin interviewing agencies next week and expects to make a selection within 30 days. Richard Pearson, merchandising manager, told ADVERTISING AGE the new agency may be local, regional or national, "as long as it has a good, strong Los Angeles office." Total commissionable billings last year were $150,000.

• **Anson C. Lowitz** has joined Doherty, Clifford, Steers & Shenfield, New York, as a vp and account supervisor. He had been with Ted Bates & Co. in a similar capacity and, before that, with J. Walter Thompson Co. and Foote, Cone & Belding.

• **John Dewar,** formerly with *American Home*, has been appointed West Coast ad manager of *House & Garden*, succeeding Richard Bartlett, who has resigned.

HIGH FLYING—*This poster depicting the Japanese boys festival of the luck-bringing carp is part of the Pan American World Airways campaign inaugurating its jet clipper service to Japan.*

Conde Nast, Street & Smith May Combine

NEW YORK, Aug. 12—Conde Nast and Street & Smith, two of the country's biggest fashion publishers, are currently negotiating a deal in which the two publishing houses would be combined.

Conde Nast, which reportedly has made an offer to buy Street & Smith, its major competitor, publishes *Vogue*, *Glamour*, *House & Garden*, *Bride's Magazine* and two pattern books, while Street & Smith's properties include *Charm*, *Mademoiselle* and *Living for Young Homemakers*.

■ Conde Nast's bid to Street & Smith is the latest in a long history of off-and-on negotiations between the two organizations.

According to a source close to negotiations, Street & Smith was interested in buying Conde Nast as recently as last spring, when the publishing property was offered for sale by I. S. V. Patcevitch, chairman and president, who has obtained an option to buy control of Conde Nast from Amalgamated Press Ltd. Amalgamated, giant British publisher, had previously held control of the company in England.

The buyer-seller relationship between Conde Nast and Street & Smith changed abruptly in March, when S. I. Newhouse, the newspaper publisher, exercised the Patcevitch option for a price reported at about $5,000,000.

■ While both Conde Nast and Street & Smith are reportedly near agreement on price, it was learned that other complications may chill the deal. One of the biggest roadblocks is thought to be the status of the fashion magazines once the two organizations are combined.

All of the magazines are in competition for advertising and readership and some have nearly identical circulations. According to a publisher's statement, circulation of *Glamour* is 665,000 compared with *Charm's* circulation of 650,000. Circulation of *Vogue*, Conde Nast's other fashion book, is 370,000, while Street & Smith's *Mademoiselle* has a guarantee of 500,000.

Street & Smith's other properties include two sports annuals, *Astounding Science Fiction*, *Air Progress* and *Hobbies for Young Men*. Last May the company sold its bi-weekly, *Science World*, to *Scholastic Magazines*. #

Ness Sinclair Elliott Murray Walter McFadden Isenbergh VanSanten Cardinal Allison Wiechec LeBlanc

SKULL PRACTICE—*Rubbernecking at the summer workshop are Alexander Ness, G. G. Sinclair, G. M. Elliott and Charles Murray, MacLaren Advertising; Dawes Walter, Atlantic Refining Co.; Dorothea McFadden, Path Associates; Paul Isenbergh, Philadelphia Inquirer; William VanSanten, General Mills; William Cardinal, Outdoor Advertising Inc.; Gene Wiechec, Michigan State Chiropractic Society, and Ivan Allison and Irving LeBlanc, Farm Bureau Insurance Co.*

DAN DAILEY

THE FOUR JUST MEN

JACK HAWKINS

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INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. • N.Y. 22 • PLaza 5-2100

Two Eastern Apple Groups Sponsor Joint Promotional Drive

NEW YORK, Aug. 12—Two apple associations—the New York & New England Apple Institute and the Western New York Apple Growers Assn.—have joined forces to back a joint advertising and promotional campaign to increase the sale of apples.

Charles W. Hoyt Co., which has been handling the New York & New England account since before World War II, will be the agency for both groups. The Western New York group formerly was handled by Addison Busch Inc., Buffalo.

Advertising will start in September and run through November in newspapers in the New England and Middle Atlantic states, on radio and tv spots in major markets, and in trade and packing publications.

The New York & New England group will raise about $225,000 and the Western New York group about $170,000 for the joint program. The money will be raised by the New York growers through an assessment of 3¢ per bushel of fresh market apples and 4¢ per hundredweight of processing apples. Previously, funds in New York state were raised by voluntary contributions. The New England growers will contribute on a voluntary basis.

■ Before the war, the Western New York Apple Growers Assn. was part of the New York & New England Apple Institute. In 1950, the groups split to form separate associations. The current advertising program is merely a joint promotional effort. The two associations will continue to operate under separate managements to provide for special and different needs and programs in each area. #

Colle & McVoy Adds One

Twin City Seed Co., Minneapolis, has appointed Colle & McVoy Advertising Agency, Minneapolis, to handle national advertising for Park grass seed.

get the facts on New York City's

new medium on wheels

OUTSIDE BUS ADVERTISING

Mass coverage of millions, or local showings in one or more of eleven different sections of the city. Phone John J. Woods (ULster 2-5000, Ext. 4768) for rates and availabilities.

NEW YORK CITY TRANSIT AUTHORITY
370 Jay Street, Brooklyn 1, N. Y.

Farm Publication Advertising Expenditures by Classes

(1st 6 Months of 1959 and 1958)

(37 Farm Publications)

Source: Farm Publication Reports Inc.

	1959	1958
AGRICULTURE	$15,505,136	$14,416,845
General & Industrial Equipment	448,077	495,982
Irrigation Systems, Equipment & Supplies	201,366	338,753
Farm & Crop Equipment	3,678,164	3,171,133
Farm Tractors	2,215,128	1,960,950
Dairy, Poultry & Livestock Equipment	969,659	1,025,580
Dairy, Poultry & Livestock Feed	1,808,580	1,665,341
Dairy, Poultry & Livestock Health Products & Services	2,028,859	1,920,276
Agricultural Chemicals & Fertilizers	2,636,637	2,571,688
Pest Control	77,788	59,306
Seeds, Bulbs & Plants	1,032,807	834,354
Miscellaneous	408,071	373,482
AUTOMOTIVE	3,237,357	3,431,069
Cars & Bodies	495,123	513,142
Trucks, Buses, etc.	1,136,791	1,363,257
Industrial & Garden Tractors	161,087	110,140
Tires & Tubes	1,012,768	855,375
Accessories & Equipment	431,588	589,155
AVIATION	—	239
BEER & WINE	7,450	5,630
CONSTRUCTION	1,802,867	1,505,118
Building Materials	1,135,954	859,446
Major Systems & Appliances	176,577	203,067
Fencing	305,656	258,740
Paints & Varnishes	184,680	183,865
CLOTHING	208,080	196,631
DRINKS & SWEETS	49,526	80,944
SERVICES & COOPERATIVES	559,491	633,698
DRUG & TOILET PRODUCTS	817,442	952,724
Cosmetics & Health	165,993	267,063
Medical	651,449	685,661
ENTERTAINMENT	6,436	4,811
FOOD & FOOD PRODUCTS	983,815	1,040,990
Ingredients	376,186	485,320
Canned & Packaged Foods	321,892	274,211
Beverages	123,534	106,053
Miscellaneous	162,203	175,406
GAS, OIL, ETC.	975,754	1,031,811
HOUSEHOLD EQUIPMENT & SUPPLIES	1,041,651	898,472
Major Appliances	736,994	656,474
Minor Appliances	284,657	241,998
HOUSEHOLD FURNISHINGS	188,600	156,534
INSURANCE & FINANCE	522,732	483,795
JEWELRY & OPTICAL SUPPLIES	33,769	30,754
OFFICE EQUIPMENT, ETC.	11,150	9,975
PUBLIC RELATIONS	6,743	22,278
PUBLISHING & MEDIA	329,037	292,060
RADIO STATIONS	23,699	37,442
RADIOS & MUSICAL INSTRUMENTS	45,758	29,484
RETAIL & MAIL ORDER HOUSES	139,874	423,177
SMOKING SUPPLIES	334,462	271,777
SOAPS, DETERGENTS, CLEANSERS & POLISHES	155,112	172,466
SPORTING GOODS & TOYS	88,016	110,983
TRAVEL & RESORTS	67,845	159,199
Transportation	59,337	150,076
Accommodations	8,508	9,123
MISCELLANEOUS	84,119	95,074
TOTAL COMMERCIAL ADVERTISING	$27,225,921	$26,493,980
POULTRY DISPLAY ADVERTISING	516,635	523,924
LIVESTOCK ADVERTISING	205,799	186,285
CLASSIFIED ADVERTISING	678,261	645,156
GRAND TOTAL	$28,626,616	$27,849,345

American Motors Chalks Up Record 374,240 1959 Cars

American Motors Corp., wonder boy in the 1959 auto sales field, turned out a record smashing 374,240 cars in its Milwaukee and Kenosha plants in the 1959 model year, more than double the 162,182 it made in the 1958 model year. Not only was the 1959 model run figure the best since American Motors was formed in the 1954 merger of Nash-Kelvinator Corp. and Hudson Motor Car Co., but it far outdid the output of either company in their best years.

The plants have now ended 1959 model production and are closed for two weeks while most workers take annual vacations. Some employes will return Aug. 24 to prepare for production of 1960 models. Full production is expected to start about Sept. 1. The company has virtually completed a $10,000,000 expansion program that will boost production capacity from 330,000 cars annually to 440,000. The 1959 model output, well over the 330,000 figure, was achieved through six-day-a-week operations most of the model year.

Marvin Sherres (and accounts) Move to Preiss & Brown

Marvin Sherres has left Norman D. Waters & Associates, New York, to join Preiss & Brown Advertising, New York, as exec vp. Moving with him are some 15 accounts he has handled for a number of years. They came with him to Waters in 1956 when he closed the advertising agency he operated for 12 years. These accounts currently bill about $150,000.

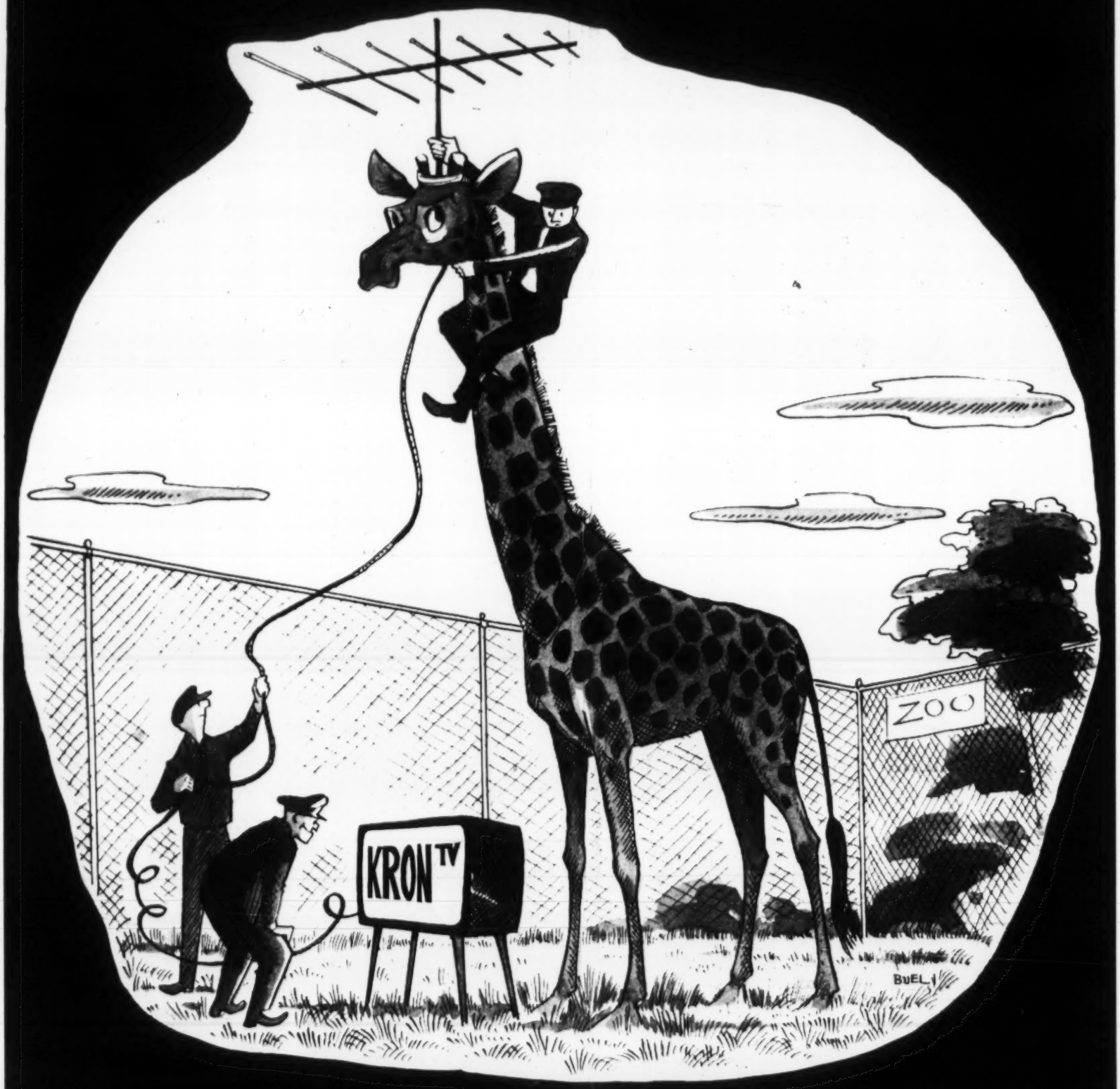
'Ollie' Seegelken Retires

Oliver E. (Ollie) Seegelken, vp in charge of marketing, California Packing Corp., has retired from the corporation after nearly 40 years. He joined as an accountant and worked his way up to Los Angeles district sales manager by 1922. By 1941 he became a director of the corporation and in 1949 became assistant general sales director. He became general sales director in 1955 and marketing vp in 1958.

BUT THEY'LL MISS THE ENTIRE COMMERCIAL. The "audience break" can break *you*...for tiresome commercials encourage your hard-won audience to duck the 3 vital minutes that justify the whole 30....Ayer advertising recognizes that people like to be sold *engagingly*....It checks the "audience break" by giving useful product information... in a manner so interesting and compelling that the ledger shows not only sales but *profit*. **N. W. AYER & SON, INC.**

The commercial is the payoff

KRON is TV in SF



San Franciscans are sold on KRON-TV

Prime Time Available in Major Movie
10-11:30 PM Fridays
#1 Friday Film Feature, by far!*
*10.1 avg.—Nielsen, June, 1959

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •